

FOR IMMEDIATE RELEASE



March 2024

The Ice Watch Challenge: Sharing Inuktitut Language and Knowledge for Safe Travel and Climate Change Observations. Hunters from across Inuit Nunangat mobilize ice knowledge for the fourth year running.

The Arctic Eider Society and SmartICE are collaborating for the fourth year to run the **2024 Ice Watch Challenge** across the Canadian North. Ice Watch helps Inuit share knowledge and photos about ice, including hazardous conditions, within and between communities using SIKU - a mobile app for documenting and sharing hunting stories, travel routes and on-the-land observations. The app is also a tool for communities to manage climate action and stewardship projects while maintaining Indigenous data sovereignty. SIKU provides access to cutting-edge ice safety products, including SmartICE data, the SIKU Ice Map tailored for travel in the North, weather information, satellite imagery and more!

Uvagut TV and The Weather Network have joined the Ice Watch Challenge again this year to broadcast Ice Watch videos featuring posts from users across the North.

"The Ice Watch challenge is uniting people from all across Inuit Nunangat who are experiencing the tremendous impacts of climate change. This innovative platform [SIKU] allows Inuit to easily share their local knowledge, ice observations, view ice maps and satellite imagery and SmartICE data," said Brianna Brown, SmartICE Communications and Engagement Coordinator. "This challenge recognizes the importance of local Inuit knowledge and safety contributions while bringing awareness to dangerous ice conditions. This allows people to navigate more safely on unpredictable ice in the face of climate change."

Until July 2nd, 2024, qualifying Ice Watch posts on SIKU can win a weekly \$100 gift card from the Northern Store, as well as four Grand Prizes at the end of the competition. Again this year, the First Grand prize will be a brand new Ski-Doo sponsored by Contant. Winners are decided by an all-Inuit reviewers committee from across the North who vote on qualifying posts each week based on their contributions to safety and Inuit knowledge.

For more information or to arrange interviews, please contact:

Kassina Ryder
Communications Manager
Arctic Eider Society
kassina.ryder@arcticeider.com