



PRESS RELEASE

For immediate release

LAUNCH OF THE JOYCE'S PRINCIPLE OFFICE: OFFICIAL UNVEILING AT THE ANNUAL MANAWAN POWWOW

Manawan, July 17, 2023 – The Joyce's Principle Office is delighted to announce that its official launch will take place on Saturday, July 29 in Manawan. This event, which will take place at noon, at the opening of the 17th annual Manawan Powwow, is open to the public. This significant gathering for the Atikamekw community of Manawan is a great opportunity to promote Joyce's Principle. The Joyce's Principle Office will take this opportunity to introduce its team members and the major projects that lie ahead.

The Joyce's Principle Office will be setting up a kiosk throughout the weekend, to answer questions and put into practice its mission to educate both Indigenous and non-Indigenous peoples about the Joyce's Principle, so that it can be integrated into the practices, policies and care delivery of Canada's health and social service providers. It's important to reiterate that the events surrounding the tragic death of Joyce Echaquan have illustrated the urgent need to offer services that are culturally relevant and safe.

"We are proud to announce the official launch of the Joyce's Principle Office. For the past 9 months, we've been working on innovative projects to improve health equity for Indigenous peoples, through the development of partnerships. Today, we can confirm that our growing team is in the final stages of structuring itself to be ready to welcome requests for support and guidance in adopting and implementing Joyce's Principle in your organizations", says Jennifer Petiquay-Dufresne, Executive Director of Joyce's Principle Office.

About Joyce's Principle

Joyce's Principle Office, created following the tragic death of Ms. Joyce Echaquan in September 2020 at the Joliette hospital, aims to have Joyce's Principle adopted by various bodies, including the Quebec government.

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Source: Joyce's Principle Office \ www.principedejoyce.com

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