



*For Immediate Release:*

February 15, 2011

**A new chapter in Arctic polar cruising**  
***Adventure Canada takes majority stake in a new partnership with Cruise North Expeditions***

Cruise North Expeditions, a subsidiary of the Inuit-owned Makivik Corporation, is pleased to announce a new partnership with Adventure Canada that will continue to offer polar cruises with the cultural content and Inuit staffing that has become a trademark of Cruise North Expeditions.

In 2011, Cruise North Expeditions departures will be merged with Adventure Canada's *Clipper Adventurer* schedule, including dedicated CNE programming. The *Clipper Adventurer*, a sister ship of *Lyubov Orlova* has benefited from extensive renovation and offers an ideal blend of safety, comfort and functionality that makes it a leader in the field. Cruise North passengers will enjoy enhanced comfort and programming through the new joint venture.

Beginning in 2012, Adventure Canada and Cruise North Expeditions will each continue their traditional offerings of dedicated sailings with Inuit staff, itineraries and programs specially designed to bring benefit and opportunity to the people who call the Arctic home.

**About Cruise North Expeditions**

Cruise North Expeditions was founded in 2005 by the Makivik Corporation of Quebec, a highly successful investment corporation born of the first modern-day Aboriginal land claim settlement agreement in Canada (the JBNQA of 1975). Makivik also owns the well-respected First Air and Air Inuit. Cruise North Expeditions earned a place on Conde Nast Traveller's prestigious "Green List" for their environmental efforts and commitment to helping preserve Inuit culture through tourism.

For more information on Cruise North Expeditions please visit <http://www.cruisenorthexpeditions.com> or call 1-866-263-3220

**About Makivik Corporation**

Makivik Corporation is an Inuit organization mandated to protect the rights, interests and financial compensation provided by the 1975 *James Bay and Northern Quebec Agreement*, the first comprehensive Inuit land claim in Canada, and the more recent



offshore *Nunavik Inuit Land Claim Agreement* that came into effect in 2008. Makivik actively promote the preservation of the Inuit culture of Nunavik communities.

For more information on Makivik Corporation please visit <http://www.makivik.org>

### **About Adventure Canada**

Adventure Canada is an award-winning tour operator based in Mississauga, Ontario that has been providing comfortable and educational voyages to the Arctic, and the world, since 1988. With a special blend of academics, thoughtfully planned itineraries, high quality lecturers and programming and old fashioned fun, Adventure Canada's innovative style has been recognized by fellow leaders in the travel industry with recent awards from the Travel Industry Association of Canada Business of the Year Award, Hospitality Newfoundland and Labrador's Cruise Vision Award and the National Geographic Top 100 Tour Company Award.

For more information on Adventure Canada please visit <http://www.adventurecanada.com> or call 1-800-363-7566.

#### Media & Marketing contacts:

Clayton Anderson

[clayton@adventurecanada.com](mailto:clayton@adventurecanada.com)

[clayton@cruisenorthexpeditions.com](mailto:clayton@cruisenorthexpeditions.com)

Phone: 905-271-4000 x21

Rebecca Burgum

[rebecca@adventurecanada.com](mailto:rebecca@adventurecanada.com)

[rebecca@cruisenorthexpeditions.com](mailto:rebecca@cruisenorthexpeditions.com)

Phone: 905-271-4000 x28