

## 2025 Mental Health Art Contest – Presented by IIKELC



The Isaksimagit Inuusirmi Katujjiqatigiit Embrace Life Council (IIKELC) is happy to announce that this year's Mental Health Art Contest (MHAC). It will be scheduled to run from **April 1<sup>st</sup>, 2025 – April 28<sup>th</sup>, 2025**, and the winners are announced during *Mental Health Awareness Week*, **May 12<sup>th</sup>-16<sup>th</sup>, 2025**. The MHAC is an annual contest for all Nunavut residents to create art that is meaningful to oneself and to others. The art should inspire wellness in our communities.

**Theme: Celebration 😊**

The theme for the 2025 MHAC is CELEBRATION! This can be perceived in many creative ways. Here are some ideas that could inspire you, but please do not limit yourself.

- Draw a moment/event that made you want to celebrate yourself
- Draw a moment/event that made you feel like you wanted to celebrate someone else
- What moment/event/accomplishment made you feel proud and want to celebrate with others
- What does a celebration look like to you
- How does your family celebrate
- What does your family look like when they celebrate
- What does your community's celebrations look like
- How does celebrating a special event make you feel
- What moment are you looking forward to celebrating
- What celebrations in the past hold strong feeling for you
- What celebrations would you like to see more of in your community

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### Artists Invited to Participate

Submissions will be accepted in multiple languages including Inuktitut, Inuinnaqtun, French, and English. See below for age categories, types of mediums for submission and prize pools for each age grouping.

Age Groupings	Mediums of Art for submission
Children ages: 6 - 8	Colouring Page provided - downloadable version
Preteen ages: 9 -13  Youth ages: 14-17  Adults ages: 18+	<ul style="list-style-type: none"> <li>● Drawing, Painting, Watercolour</li> <li>● Digital / Electronic Drawing</li> <li>● Original stencil art</li> <li>● Linocut / Printmaking</li> <li>● Collage</li> <li>● Photography</li> <li>● all other 2D art mediums</li> </ul>

AGES	Placing	Prize Pool
Aged 6-8	1 <sup>st</sup> – selects first from Prize Pool 2 <sup>nd</sup> – selects second from Prize Pool 3 <sup>rd</sup> – selects third from Prize Pool	A- Amazon Fire (tablet) B- Art Bundle (\$300) C- Bike and helmet
Aged 9-13	1 <sup>st</sup> – selects first from Prize Pool 2 <sup>nd</sup> – selects second from Prize Pool 3 <sup>rd</sup> – selects third from Prize Pool	A- Amazon Fire (tablet) B- Bundle of gift cards (\$300) C- Insta Camera Bundle (\$250)
Aged 14-17	1 <sup>st</sup> – selects first from Prize Pool 2 <sup>nd</sup> – selects second from Prize Pool 3 <sup>rd</sup> – selects third from Prize Pool	<b>A- Airline Ticket Valued @\$1,000+</b> B- Bundle gift cards (\$500) C- Bundle for Victoria Arctic Fashion (\$300)
Aged 18+	1 <sup>st</sup> – selects first from Prize Pool 2 <sup>nd</sup> – selects second from Prize Pool 3 <sup>rd</sup> – selects third from Prize Pool	<b>A- Airline Ticket Valued @ \$1,000+</b> B- Family cava Tent (\$900+) C- Victoria Arctic Fashion (\$500)

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## Judging and viewing rules

Below are the criteria for judging and viewing of the artist’s submission

Judging Criteria
<ul style="list-style-type: none"><li>• A panel of 4 judges with expertise in arts and/or mental health will select the winning entries.</li><li>• Artist’s interpretation and ability to visually communicate the theme of “Celebration” will be considered in the judging process</li><li>• Creativity, technical skills and craftsmanship</li></ul>
Viewing
<ul style="list-style-type: none"><li>• Artist’s submissions may be displayed on Embrace Life Council’s workplace, mental health and wellness spaces, and on IIKELC social media.</li><li>• <b>The winning art pieces will be displayed on selected products (TBD)</b></li><li>• Once submitted, all art becomes the possession of IIKELC.</li></ul>

How to Enter		
<ul style="list-style-type: none"><li>• All entrants must complete the attached <b>Media Release Form</b> and <b>Art Entry Form</b>.</li><li>• Entrants under 18 years of age must have the <b>Media Release Form completed by their parent or guardian</b>.</li><li>• We cannot accept art that features a trademarked logo.</li><li>• <i>Photography specific</i> – cannot feature individuals faces without expressed permission</li></ul>		
Email submission  Submitting by email, all artworks must be photocopied in full colour and size. Submissions may be sent to the following email  <b><u><a href="mailto:rmonteiro@inuusiq.com">rmonteiro@inuusiq.com</a></u></b>	Mail submission: Iqaluit  Submitting by mail, please do not fold your artwork. Submissions can be addressed:  <b>ATTN: Embrace Life Council</b> <b>102-350 QUEEN ELIZABETH II ROAD,</b> <b>IQALUIT, NUNAVUT</b> <b>X0A 2H0</b>	In Person submission: Iqaluit  submissions can be delivered directly to the Embrace Life Council office located:  <b>102-350 Queen Elizabeth II Way (CBC Building)</b>  <b>Open office hours are 8:30am-12:00pm and 1:00pm-5:00pm</b>

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### Checklist for Complete Submissions

Before submitting your art to the contest, please ensure all forms are completed and included in your submission.

- Original Artwork
- Art Entry Form
- Media Release Form (minor: parent /guardian signature required)

### Important Dates & Deadlines

- First date to enter: **April 1<sup>st</sup>, 2025**
- Last Day to Enter: **April 28<sup>th</sup>, 2025**
- All art must arrive at the IIKELC Iqaluit office by this date to be considered.
- Winners Selected: Mental Health Week - **May 12<sup>th</sup> – 16<sup>th</sup>**
- The winning artists will be contacted via the details provided on the **Art Entry Form**.

### Following up, questions or concerns

*Any questions or require more information, please contact Rhea Monteiro by:*

- *rmonteiro@inuusiq.com*
- *867-975-3233 ext. 221*