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Leena Evic wins the Entrepreneur Spirit Award at the
2021 Indigenous Entrepreneurship Awards

November 4, 2021 | Tonight, [Pow Wow Pitch](#), a non-profit organization supporting and celebrating Indigenous entrepreneurs, announced Iqaluit-based leader Leena Evic as a winner of the Entrepreneurial Spirit Award at the inaugural [Indigenous Entrepreneurship Awards](#) which celebrate excellence and outstanding achievement and impact in Indigenous entrepreneurship.

Leena Evic has been an advocate for the Inuktitut language and culture for as long as she can remember.

Leena's career has included work as an educator, teacher, principal, and curriculum developer as well as executive management roles in Inuit organizations and governments.

Today, Leena is co-owner of the [Pirurvik Centre](#), an Iqaluit-based social enterprise focused on Inuit language, culture and well-being. Pirurvik means 'a place of growth' in Inuktitut. Leena founded Pirurvik in 2003 to help rebuild Inuit approaches to teaching and learning and respond to the needs and aspirations of Nunavummiut.

In addition to creating and delivering its own full-time training programs, Pirurvik produces teaching and learning resources both in print and online. Some are geared towards enhancing the skills of Inuktitut speakers while others help Inuit who are not functional to build their skills through Inuktitut immersion. Pirurvik also produces phrasebooks, Inuktitut learning materials and other resources for the general public.

"I am using entrepreneurship to protect and reclaim Inuit language, culture and identity in our Inuit Nunangat," said **Leena Evic**. "I am proud to employ elder professors to work with a passionate team of people with the trust and support of my community."

"It is an honour for us to celebrate and recognize excellence and outstanding impact in Indigenous entrepreneurship," said **Sunshine Tenasco, Founder of Pow Wow Pitch**. "Leena's reclamation and protection of Inuit culture and language and her legacy are cause for recognition, appreciation and celebration. Congratulations, Leena, and thank you for your impact, example and legacy."

The public can watch the Awards at www.powwowpitch.org/awards.