



## Media Release

### De Beers Canada partners with NWT Literacy Council

**Yellowknife (April 15, 2010)** – De Beers Canada is pleased to announce a new partnership with the NWT Literacy Council that brings family literacy skills training to six NWT communities over the next two months.

The new initiative is timed to coincide with De Beers' eighth annual Books in Homes community tours. Every spring since 2003, De Beers has provided free books to school children in First Nations communities close to the Snap Lake Mine – Behchoko, Whati, Wekweeti, Gameti, Ndilo, Dettah and Lutsel K'e.

Trainers from the NWT Literacy Council will travel to each of the communities where they will hold training sessions to introduce literacy workers and others to resources available to help families address literacy issues and to host a Family Fun Night. Literacy Council trainers will be in each community the day before De Beers' Books in Homes "Flying Bookstore" arrives.

"Literacy empowers people to shape their future, ensuring individual opportunities, community development and economic success," said Cathie Bolstad, Director External and Corporate Affairs. "Unfortunately, low literacy levels are one of the biggest barriers we see affecting the ability of northern residents to access the many skilled job opportunities that our mine presents. For that reason, it's our commitment to work across all age levels in the communities close to our projects to improve literacy and we recognize the important role families play at home in making a long term difference."

The NWT Literacy Council will also visit Snap Lake Mine to providing workshops for employees and contractors to strengthen the role they can play in developing the reading experience of their children and grandchildren.

"We're really excited to be working with De Beers on this outreach program," says Kathryn Barry Paddock, NWT Literacy Council. "By timing our family literacy training and fun nights in the communities just before De Beers arrives with their Books in Homes Program, children and families will be ready to put their newly learned literacy skills to work and they will have new books to do it with."



Since 2003, De Beers has distributed about 21,000 books to thousands of youth in seven NWT communities. The company has invested close to \$420,000 in the program to date. Impressed with a new literacy program at the Deninu School in Fort Resolution during a recent visit, De Beers added the school to its Books in Homes Program this year. In addition, De Beers is working with the GNWT's Student Financial Assistance Program office to bring information about post-secondary education support programs to high school students in several schools visited by the Books in Homes program.

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Photo Courtesy of De Beers Canada

The Alexis family participate in a Family Literacy Fun Night held in Whati on April 13. The event was organized by the NWT Literacy Council as part of De Beers Canada's 2010 Books in Homes Program. Over the next two months, De Beers will distribute more than 3,000 books to youth in Whati, Behchoko, Wekweeti, Gameti, Dettah, Ndilo, Lutsel K'e and Fort Resolution.



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