



## Media Release

### De Beers Canada, northWords Writers Festival Developing Long-term Partnership

**YELLOWKNIFE (June 8, 2010)** - De Beers Canada is pleased to announce it has committed to develop a long-term partnership agreement with the northWords Writers Festival.

“We are excited to help northWords take the next step to fulfilling its potential as the premier celebration of Northern writers and writing,” said Cathie Bolstad, Director External and Corporate Affairs. “We have seen the festival grow into a jewel of the NWT literary scene and become an inspiration to writers throughout the territory.”

De Beers has sponsored northWords since its inception in 2006 on a year-by-year basis, and believes that a longer-term agreement will allow festival organizers to explore new opportunities. Announcement of the agreement-in-principle was made Saturday, June 5 during the festival’s Gala Reading.

“Our festival has lots of ideas for new projects and we hope that with the backing of De Beers, we can make some of our dreams come true,” said Annelies Pool, festival President.

Details of the new partnership are being finalized, and included in the discussions so far are:

- annual cash and in-kind contribution in excess of \$10,000
- support for the festival’s awards programs
- publication of an anthology of Northern writing in 2012
- annual visits by festival writers to Snap Lake Mine

Details of the partnership will be finalized once the 2010 festival is complete and organizers have had time to review this year’s event and re-energize to begin working toward the 2011 festival.

De Beers Canada focuses a significant portion of its social investment on initiatives that support literacy, including our annual Books in Homes Program that has distributed approximately 24,000 books to youth in Aboriginal communities close to our Snap Lake Mine since 2003.



De Beers Canada operates the Snap Lake Mine, 220 km northeast of Yellowknife, and is advancing the proposed Gahcho Kué Project through the regulatory process.

-30 -

For more information, contact:

Cathie Bolstad  
Director External and Corporate Affairs  
De Beers Canada Inc.  
Tel: (867) 766-7325

**\* Photos available upon request**



DE BEERS CANADA INC.  
5102 – 50<sup>th</sup> Avenue, YELLOWKNIFE, NT X1A 3S8  
TEL 1 (867) 766-7300 FAX 1 (867) 766-7347  
[www.debeerscanada.com](http://www.debeerscanada.com)