



Media Release

Third Annual De Beers Hay River Charity Classic Golf Tournament Raises \$33,000 for Charity

YELLOWKNIFE (July 12, 2010) - On July 10, golfers hit the links at the Hay River Golf Club for the third annual De Beers Charity Classic Golf Tournament and Snap Lake Diamond Shootout, raising just over \$33,000 for charity.

The event featured 18 teams playing a scramble-format event in a one-day, 18-hole tournament. Of the funds raised, \$32,000 goes to the Hay River Hospital Foundation, while \$1,075 goes to support the Hay River Junior Golf Program.

Hay River resident Robert Bouchard won a \$5,000 De Beers diamond in the Snap Lake Mine Diamond Shootout. His shot landed 10' 8" from the hole, and was the closest of 120 shots taken on Hole #7 during a special fundraising event.

"At De Beers, diamonds symbolize some of the deepest emotions associated with love, trust, loyalty and deep commitment. What better product is there to bring a business and community together for such a great cause," said Cathie Bolstad, Director External and Corporate Affairs. "We are grateful to our business partners, who helped make this weekend's fundraising such an enjoyable and successful event and we can't thank the people in Hay River enough for the terrific hospitality they showed when we arrived with all our tournament guests."

The team from Kingland Ford in Hay River had the lowest score in the tournament while two teams tied for second place: Deton'Cho Logistics of Yellowknife and Midnight Petroleum from Hay River. The team from FSC Architects and Engineers, who had the highest score for the day, took home the award for being the "most honest golfers."

Dan Kipling, a Snap Lake Mine employee who lives in Hay River, won the First Air Drive and Fly event, a fundraiser for Hay River Jr. Golf at Hole #9. Dan took home two return airline tickets.



The Hon. Bob McLeod, playing with the NWT Power Corp. team, won a \$500 business credit courtesy NorthwesTel for sinking the Longest Putt, while two airline tickets courtesy of First Air for the Longest Drive went to Steven Rosendahl of Hay River.

Combined with funds raised in De Beers' tournaments held in 2007 and 2008, the De Beers Canada Charity Classic has now raised approximately \$90,000 for the Hay River Hospital Foundation and Hay River Junior Golf Program.

"The Hay River Hospital Foundation has been able to accomplish many goals thanks to the De Beers Charity Classic," said Heather Coakwell, Chairperson of the Hay River Hospital Foundation. "We are much closer to establishing the Lumps 'N' Bumps Treatment Room at the Hay River Medical Clinic and we are thrilled to hear De Beers is continuing the tradition next year."

The new treatment room will allow doctors to perform minor procedures at the clinic thereby reducing the amount of people who need to use the emergency department, saving time for the doctors and patients. This room would also have a crash cart and other procedural equipment.

De Beers Canada opened Snap Lake Mine, 220 km northeast of Yellowknife, NT, in July 2008. The company also operates Victor Mine in Northern Ontario and has a third proposed Mine, the Gahcho Kué Project, currently in the regulatory process.

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