

Engaged



De Beers Canada Receives MAC Awards

De Beers Canada was recognized with several awards at The Mining Association of Canada's (MAC) annual Mining Day on the Hill. The MAC presented its 2010 Towards Sustainable Mining (TSM) Awards, recognizing Canadian mining facilities that have demonstrated excellence in Corporate Social Responsibility (CSR).

Victor Mine was recognized with achievement in the areas of Tailings Management, External Outreach, and Crisis Management Planning. Snap

Lake Mine was acknowledged with an award in External Outreach while the De Beers Canada corporate office was acknowledged with an award in Crisis Management Planning.

Developed by MAC in 2004, and adopted by industry, TSM establishes a set of best practices and performance indicators, aimed at improving the mining industry's performance in the area of social and environmental sustainability. Participation in TSM is a condition of

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Diamond to Diamond Head raffle drawing to a close | Draw on December 9, 2011



Helping launch the raffle are, from left, Mike Olson, Director of Sales and Marketing - Western Canada for First Air; Cathie Bolstad, Director, External & Corporate Affairs for De Beers Canada; Kay Lewis, CEO of Stanton Territorial Hospital; and Ron Sauve, Treasurer of the Stanton Territorial Hospital Foundation.

including return airfare from Yellowknife provided by First Air and a two night stay in Fantasyland Hotel. Third prize is a northern treasures basket, filled with NWT arts and crafts. The winning tickets will be drawn at the foundation's Christmas gala, the "Festival of Giving," on December 9th.

Last year's Carat to Costa Rica raffle sold out in less than three weeks, raising \$40,000 for the Foundation.

To meet the demands and needs of residents of the Northwest Territories and the Kitikmeot region of Nunavut, the Stanton Territorial Hospital Foundation is a non-profit, charitable organization dedicated to raising funds for patient care, equipment and major capital needs of the Stanton Territorial Hospital.

Announced in October this year, "Diamond to Diamond Head (Hawaii)" is this year's grand prize for the De Beers Canada diamond and vacation raffle, with all proceeds going to the Stanton Territorial Hospital Foundation.

"De Beers Canada is proud to offer one of the treasures of nature we mine at Snap Lake to help the Foundation reach its goals," said Cathie Bolstad, De Beers Canada Director, External & Corporate Affairs. "Three lucky people will receive terrific prizes, but the real winner will be the residents of the Northwest Territories who will benefit from improved health care facilities."

"Funds raised through this raffle will support our current campaign of building a dedicated area in the hospital for chemotherapy and IV treatments,"

said Mr. John Williston, Chair of the Stanton Territorial Hospital Foundation. "We're grateful to have De Beers Canada spearheading one of our first major fundraising initiatives for the chemotherapy/IV treatment suite. It's through our donors and partners that we are able to improve healthcare at our Territorial Hospital."

Only 600 tickets are being sold, and the three prize packages are valued at over \$25,000. Hurry to get yours; only 90 tickets remain!

First prize is a 1.19 carat True Square Snap Lake Mine Diamond cut and polished by Crossworks Manufacturing valued at more than \$13,000 and \$1,000 toward a setting, plus a seven-day trip for two to Moana Surfrider Hotel, Honolulu, Hawaii from Yellowknife. Second prize is a Valentine's getaway to Edmonton,

De Beers Canada operates the Snap Lake Mine, 220 km northeast of Yellowknife. The company spent \$2.98 million dollars on social investment in 2010 and has been a proud supporter of the Foundation since its beginning.

Tickets are available from:

Stanton Territorial Hospital Foundation
102-5204 50th Avenue
Yellowknife, NWT
(867) 669-7289

or

De Beers Canada
Suite 300, 5102-50th Avenue
Yellowknife, NWT
(867) 766-7327

Diamond to Diamond Head
Draw date: December 9, 2011

» TSM from cover ...

membership in MAC; the association requires members to report against performance indicators annually. Awards are presented to companies annually who have achieved Level A or better for all indicators in a performance area or who have achieved a "yes" for all indicators under the Crisis Management Planning protocols.

"This is an excellent achievement, especially in light that 2010 was the first year our young Canadian mining operations formalized their participation in TSM and experienced their first independent third party assessment," said Tony Guthrie, President and Chief Executive Officer. "We were able to achieve this success thanks to the

commitment and dedication of the team across De Beers Canada who are working together to make sure we are responsibly mining and making a difference for the communities close to our mines."

To view De Beers Canada's scores, [click here](#).

New De Beers Group CEO tours Canadian operations



Philippe Mellier, new De Beers Group CEO (centre) accompanied by De Beers Canada CEO Tony Guthrie (left) at Victor Mine

The day ended with a brief town hall meeting where Mellier and Oppenheimer spoke.

"Every time I come here, I feel that the bar has been raised. This mine faces real issues that are being addressed by real people in a meaningful way," said Oppenheimer.

At Victor, the group toured the process plant, the warehouses and shops, had dinner in the kitchen and dining room and participated in a Teepee ceremony. On the second day the group toured the site and exploration areas in the helicopter and then visited the pit.

The new Group CEO said he hopes to visit at least once a year.

The new CEO of De Beers Group, accompanied by the Chairman of the Board of De Beers Canada Jonathan Oppenheimer, visited the Canadian operations, including Snap Lake Mine, Gahcho Kué Project and Victor Mine, in early October.

Appointed in May 2011, Philippe Mellier concluded a worldwide tour of the De Beers Family of Companies with his visit to Canada.

The tour began with a quick ground and helicopter tour at Kennady Lake, site of the proposed Gahcho Kué Mine, and then flew to Snap Lake, where they participated in an underground tour, meeting with mine managers.



Philippe Mellier, new De Beers Group CEO (left) inspects a drill bit with De Beers Canada Chair Jonathan Oppenheimer during his visit to Kennady Lake, site of the proposed Gahcho Kué Mine.

Attawapiskat » [read the original article in the December 2009 edition of Engaged](#)



The issue of housing is not a new one for the community of Attawapiskat, but with the sewer backup that occurred in the summer of 2009, the situation has only worsened. At the request of the community, De Beers Canada has committed to assist with their efforts to address the housing needs of the community.

During the Victor Mine winter road campaign, one complete construction camp was delivered to Attawapiskat First Nation as a donation for the community to use as they saw fit.

When so many community members

became displaced due to the sewage back up issue, De Beers Canada offered to re-assemble the camp as temporary accommodations to help protect the nearly 100 affected residents from the winter elements while they wait for a permanent solution to the housing crisis.

There were 98 single rooms, of which some were converted into double rooms for families with young children. These units were intended as temporary housing until the situation can be properly rectified.

Attawapiskat residents worked on this project with ACMS, a joint venture

partner. In addition to donating the trailers, De Beers Canada provided technical and project management expertise as well as assistance to hire the crews to complete the work.

For more information about De Beers Canada's partnership with Attawapiskat First Nation, please visit :

- [Victor Mine – Fast Facts](#)
- [Victor Mine and Attawapiskat – At a glance](#)
- [De Beers Canada's response to the housing crisis](#)

About De Beers Canada [www.debeerscanada.com]

De Beers has been active in Canada for nearly 50 years and is the only diamond company in Canada with two operating mines. The Snap Lake Mine is located in the Northwest Territories and is Canada's only fully underground diamond mine. The Victor Mine in Northern Ontario is an open pit mine and the first diamond mine in the history of Ontario. De Beers Canada is also a Joint Venture Partner in the Gahcho Kué Project in the Northwest Territories. Advanced exploration is currently underway at the Victor Mine, targeting 15 previously identified diamond-bearing kimberlite pipes.

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