



MEDIA RELEASE

DE BEERS CHARITY CLASSIC HELPS HAY RIVER HOSPITAL FOUNDATION AND JUNIOR GOLF PROGRAM

Yellowknife, August 19, 2008 – De Beers Canada is pleased to announce that a total of \$32,500.00 was raised this weekend at the second De Beers Charity Classic Golf Tournament in Hay River. From the total funds raised, \$27,500 of the proceeds is going to the Hay River Hospital Foundation. The other \$5000 is going to support the Hay River junior golf program.

“We developed this event last year and we are thrilled that in its second year the event has already raised more than \$50,000.00 to benefit local charities in Hay River,” said Cathie Bolstad, Manager of Public & Corporate Affairs. “We were glad to see businesses from both Yellowknife and Hay River, including a number of De Beers’ business partners involved in making this a success for everyone as golfers, hole sponsors or prize donators.”

“The funds raised for the Hay River Hospital Foundation are going to support equipment upgrades for the rehabilitation department, including speech, physio and occupational therapy equipment,” said Ilene Rooke, Chairperson for the Hay River Hospital Foundation. “We couldn’t have done this without the tremendous organization and leg work done by De Beers and we are so glad they are already talking to us about how we can build on this event’s success for next year.”

Eighteen corporate teams registered in the event and a total of seventy two golfers participated in the event. The first place winner (best score) was won by Air Tindi’s team. Second place went to Tlicho Logistics and third place to First Air.

“This is one of many community events we support in the Northwest Territories that will bring long lasting benefits to a number of residents,” said Bolstad. “De Beers directed just over a half a million dollars to NWT Social Investment in 2007, and our focus continues to be on literacy development, trades and skills training as well as healthy communities and cultures.

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