

For Immediate Release

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THE RED CROSS HONOURS THE MINERAL INDUSTRY'S GIFT OF ALMOST \$1 MILLION FOR HAITI

Top Canadian Red Cross officials gathered in Toronto on Friday, August 19, 2011, to thank leaders of the Canadian mineral industry for giving almost \$1 million to support relief efforts in Haiti.

"I have often said one person can make a difference" says Ron Kalusky, Director General of the Canadian Red Cross. "We're here today to celebrate what a group of people can do. Thank you for making a difference in Haiti."

In January 2010, leaders of mining industry opened their wallets at the Canadian Mining Hall of Fame Induction Banquet – the day after the devastating earthquake hit Haiti – to support Red Cross relief efforts in that country.

The Red Cross gave distinct recognition to Saley Lawton, former director of communications with the Prospectors & Developers Association (PDAC), and Ed Thompson, treasurer of the Canadian Mining Hall of Fame and PDAC awards committee chair, for spearheading the fundraising effort. Both received the Red Cross's distinguished Partners In Humanity award.

"I've worked in the mining industry for 25 years and I've seen first-hand how willing mining people are to help," says Saley, who retired from the PDAC in June.

Ed agrees with Saley's assessment. "We (miners) endeavour to improve the lives of those who live close to our operations the same way the Red Cross does," he says.

Saley says she and Ed made their fundraising appeal "the simple way." She asked Master of Ceremonies Pierre Lassonde to rally the crowd to help Haiti and then received 200 business cards with pledges written on the back. Saley then followed up and says "everyone came through."

The catastrophic earthquake that struck Haiti on January 12, 2010, killed an estimated 220,000 people and left more than a million people homeless. The CMHF dinner was the single largest fundraising event for Haiti in Ontario.

"Sometime between the soup and dessert we raised \$900,000," says Ed.

The Prospectors and Developers Association of Canada (PDAC) represents the interests of the Canadian mineral exploration and development industry. For more information please go to www.pdac.ca.

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