

MEDIA RELEASE

20 APRIL 2018

YELLOWKNIFE, NT

DE BEERS ‘BOOKS FOR BABIES’ LAUNCHED AT STANTON TERRITORIAL HOSPITAL

De Beers Canada is expanding its investment in literacy with the donation of 700 children’s books to the Stanton Territorial Hospital Foundation today. The books will be distributed during 2018 to the families of each newborn baby at Stanton Territorial Hospital in Yellowknife, NT.

Today’s event included representatives from De Beers Canada, the Stanton Territorial Hospital Foundation and families of recent newborns.

Gahcho Kué Mine General Manager Allan Rodel said the ‘Books for Babies’ program was a natural extension of De Beers ‘Books in Homes’ that began 15 years ago. “We have seen the tremendous response to our De Beers Books in Homes program in students from kindergarten right through to Grade 12, so we felt we could also make a positive impact regarding the value and love of reading by providing these terrific books to younger children to in the Northwest Territories as well.”

Stanton Territorial Hospital Foundation Chair Sandra Mackenzie said “the Foundation is pleased to partner with De Beers Canada to offer this wonderful gift because encouraging families to ensure their children have access to books at an early age can create benefits which last a lifetime. Since 2007 De Beers Canada has been a strong partner of the Foundation. De Beers Canada has helped raise over \$250,000 to the Stanton Hospital Foundation. This commitment shows the company is a community-minded business supporting initiatives which make a real difference in communities across the Northwest Territories.”

Families will receive one of two books by renowned Tlicho author Richard Van Camp.

- “Welcome Song for Baby” (2007) is a lyrical lullaby for newborns that is complemented with stunning photographs and has received rave reviews as the perfect first book for a baby as it is “full of love, full of wonder, and full of beauty.”
- “Little You” (2013) includes illustrations by Julie Flett and “honours the child in everyone.”

Van Camp was pleased his work could make a positive impact with a new generation of readers. “A family that reads together grows together in the most wonderful ways and I am grateful my words will be with families across the north as they grow and dream together. I hope every family has much happiness and fun singing and reading and snuggling and cuddling and kissing and giving thanks every day for all of our children, as they bloom so beautifully into the full miracles that they are.”

CONTACT

Tom Ormsby,
Head of External and Corporate Affairs
De Beers Canada
+1 (403) 930 0991, ext 2703 Office
+1 (403) 464 5516 Mobile
tom.ormsby@debeersgroup.com

Linda Bussey
Executive Director,
Stanton Hospital Foundation
867 446-4380
Sth_foundation@gov.nt.ca

ABOUT DE BEERS GROUP

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