



TURN UP THE HEAT ON HOMELESSNESS FUND RAISING CAMPAIGN BEGINS WITH ENERGY-SAVING IMPROVEMENTS

Yellowknife (April 06, 2011): YWCA Yellowknife is launching its second annual **Turn Up the Heat on Homelessness** fund raising campaign by unveiling new energy and money-saving improvements at the Rockhill apartments. Rockhill is home to about 30 families who live in YWCA Yellowknife's emergency and transitional housing program.

These renovations have been made possible with the generous financial support of the Government of the Northwest Territories' Energy conservation Program and De Beers Canada. Staff at the Arctic Energy Alliance provided valuable advice, beginning with a Yardstick Energy Audit that identified energy-saving measures and continuing with training tenants in the use of the new fixtures and washing machines.

The media and the public is invited to attend an open house at Rockhill (4904 54 Ave.) on Friday, April 8th from noon until 1 p.m. The open house will include a tour a suite and the laundry room to see the energy-saving improvements, speak to YWCA staff and to community partners. A light lunch will be served.

Low-flush toilets, low flow shower heads, aerators on taps and compact fluorescent light bulbs have been installed in each of the suites, and programmable thermostats have been installed on a trial basis in suites in the main floor. There are front-loading washing machines in the common laundry area, along with occupancy sensing lights, LED exit lights and programmable IPLC (Intelligent Parking Lot Controller) plug ins. In most cases, these energy-saving improvements will pay for themselves in two years, allowing YWCA Yellowknife to begin saving on the \$149,792 it spent on utilities at Rockhill in the last fiscal year.

“Keeping the lights on and the units warm and safe are important, but the YWCA can better use its funding to provide critical services to women and children in need,” said Cathie Bolstad, Director, External & Corporate Affairs, De Beers Canada. “When De Beers built new accommodations at Snap Lake Mine in 2010, we installed energy saving appliances and low-flow toilets and showers, so we understand the positive benefits and financial savings this type of renovation can have, for the environment and for the YWCA.”

“The Arctic Energy Alliance is proud to have been a part of this project. We strive to help Northerners take action on high heating and energy bills and reduce their greenhouse gas emissions – which not only saves money but makes for a more comfortable and sustainable living space,” says AEA Executive Director Louie Azzolini. “And that’s exactly what this project achieves.”

“We are grateful for the support we’ve received from the government and De Beers Canada,” says YWCA Yellowknife executive director, Lyda Fuller. “These changes help us to help ourselves by freeing up money for programming for our tenants,” she says. Staff helps families to develop the skills they need – such as budgeting, cooking, parenting and literacy – during their stay so that they are ready to move out of homelessness and regain their independence. “Continued funding from BHP Billiton provides stability for this life-transforming program,” Fuller said.

BHP Billiton is the title sponsor of Turn Up The Heat on Homelessness with a donation of \$125,000 over three years, beginning in 2010. “Continuing to provide support through our EKATI+ Community Development Program to an organization that does so much to assist families in need is why BHP Billiton committed to this critical three-year initiative,” says Paul Harvey, Asset President of BHP Billiton’s EKATI Diamond Mine. “The families in the YWCA’s emergency and transitional housing work very hard under extremely difficult circumstances to improve their lives and provide a better future for their children.”

Turn Up the Heat on Homelessness is an annual campaign to raise money from individual and corporate supporters to offset the cost of heating Rockhill. Heat is sold in increments of \$10 (an hour), \$125 (half a day), \$250 (a whole day), \$1,700 (a week) and \$7,000 (a month). Last year’s campaign raised almost \$60,000. BHP Billiton is the title sponsor of the campaign with a three-year donation of \$125,000.

About YWCA Yellowknife’s Emergency and Transitional Housing Program: When families have trouble finding an affordable place to call home, they come to YWCA Yellowknife. We offer emergency housing for up to three months, and transitional housing for up to a year in one-bedroom and two-bedroom suites. In the last fiscal year, 49 families lived in transitional housing units, while another 23 families lived in the five emergency suites. For more information see our website: www.ywcanwt.ca

About GNWT’s Energy Conservation Program: The Energy Conservation Program (ECP) is designed to assist community and aboriginal governments, community-funded departments, boards and agencies, and non-profit organizations in achieving these goals. The program is available to support projects which reduce the usage of water, electrical and heat energies, as well as reduce overall carbon footprints in these organizations. Eight projects were funded in the last fiscal year at more than \$165,000. The ECP is ongoing in the 2011-12 fiscal year. If interested, eligible organizations should contact **Walters Tubua** at (867) 873-7483 or walters_tubua@gov.nt.ca for details on how to apply.

About De Beers Canada: De Beers Canada includes De Beers Canada Exploration, Snap Lake Mine, Victor Mine and the Corporate office, and is part of the De Beers Family of Companies. De Beers has been exploring for diamonds in Canada for more than 50 years and opened its first mines in Canada in 2008. De Beers Canada employs around 840 people across the country and, through the Snap Lake and Victor Mines provides 10 per cent, by value, of diamonds to the secondary industry in the Northwest Territories and Ontario respectively. All De Beers’ Canadian production is sold under contract to the Diamond Trading Company (DTC) in the United Kingdom. For more information, please visit www.debeerscanada.com

About Arctic Energy Alliance: The Arctic Energy Alliance (AEA) is a not-for-profit society with offices in Yellowknife, Inuvik and Norman Wells. Its mission is to promote and facilitate the adoption of efficient, renewable and carbon neutral energy practices by all members of NWT society.

About BHP Billiton EKATI Diamond Mine: BHP Billiton's EKATI Diamond Mine is located approximately 310 kilometres northeast of Yellowknife and 200 kilometres south of the Arctic Circle and is Canada's first surface and underground diamond mine.

EKATI has produced on average over three million carats per year of rough diamonds over the last three years with production transitioning from predominantly open-cut to a mix of open-cut and underground mining. EKATI has development options for future open-cut mines.

Annual sales from EKATI represent approximately three percent of current world rough diamond supply by weight and approximately nine per cent by value. Most rough diamonds from EKATI are sold to international diamond buyers through BHP Billiton's Antwerp sales office with diamonds also made available to Canadian manufacturers based in the Northwest Territories.

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