



## NEWSLETTER



### TV station event demonstrates compatibility of mining and environment

A special forum organized by IDNR-TV in downtown Sudbury last Saturday provides concrete evidence to the theory that mining and the environment can be compatible. Toromont CAT helped provide the backdrop by bringing a 50-tonne underground loader to Elgin and Elm Streets and Bombardier supplied the recreational jet ski to help round out the scene.

Sudbury Mayor John Rodriguez took part in two major panel discussions. The first involved mineral producing and exploration companies demonstrating that responsible mining and exploration can work to protect and the environment. Along with the Mayor, participants included Mark Cutifani, Chief Operating Officer of CVRD Inco; Dana Matson, Manager for Toromont CAT, and; Wanapitei First Nation Chief Ted Roque and others. A second panel included suppliers to the mining industry and suppliers to outdoor activities and sports and attractions, which flourish in the Sudbury area.

In these discussions, representatives of the mining sector, economic development organizations, tourist and scientific attractions and First Nations shared stories and viewpoints of the benefits of the lifestyle one can enjoy in Sudbury -- Canada's mining capital. "The purpose of this event was to help people to better understand and to provide proof that responsible mining and the environment and outdoor activities can live together in harmony for the benefit of all," said Ivor Barr, Chairman and CEO of IDNR-TV, Canada's first television station dedicated to the country's natural resource sector.

Ontario's mineral industry is a \$9 billion-plus business. According to the Ontario Mining Association's study "*Ontario Mining: A High-Tech Productivity Powerhouse*" about 50% of the province's mining sector is in the Sudbury Basin. The area's 6,200 direct mining industry employees have a collective annual payroll in the \$580 million range. The high wages of the mining industry and the spin-off benefits of major capital investments promote infrastructure development and the growth of first-rate health and educational facilities. Science museums like Science North and Dynamic Earth have become major tourist attractions and city's setting helps promote recreational activities and a year-round outdoor lifestyle.

The Ontario Mining Association congratulates IDNR-TV on the success of this event in Sudbury and applauds its ongoing efforts to better inform Canadians about the realities of modern mining, a high-tech, safe, environmentally responsible, solution providing industry.

The panel discussions held in downtown Sudbury were taped. After editing and packaging, the highlights of the presentations, debates and the events of the day will be broadcast starting next week on IDNR-TV and IDNR-TV web-based television. IDNR-TV can be found at channel 245 on Persona Cable, channel 138 on Cablevision, Anik F1R, Downlink frequency 41.0 MHz. vertical, Channel 500.