

709 NEWS

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Altius Minerals president Brian Dalton. "ACE represented an excellent opportunity to support entrepreneurship in Newfoundland."

Chipping in

Altius Minerals puts cash behind entrepreneurial program

Long touted for their ability to suss out opportunities in minerals and other natural resources before the rest of the pack, the principles behind Altius Minerals are turning their attention to developing a different kind of resource, the human kind.

The darling of Newfoundland and Labrador's junior mining industry has anted up \$25,000 to the ACE Memorial program at Memorial University to help business students hone their management skills and assist schools and entrepreneurs throughout the province.

"ACE represented an excellent opportunity to support entrepreneurship in Newfoundland and to leverage a donation with all of the volunteer hours these people punch," said Altius president Brian Dalton, who has been noted in the past for buying a piece of the Voisey's Bay royalty and for leading his company into the rush for uranium in Labrador before the mineral exploded in price.

"We really look forward to working with this group on lots of things to be honest," Dalton added. "Entrepreneurship is a great thing in our books in general and it is great for Newfoundland to experience more of it."

ACE Memorial sees students from MUN's Faculty of Business apply the lessons they learn in university to real life

situations involving small businesses around the province as well as schools.

One of the group's most successful programs is called Think Green, whereby the MUN students teach school groups how to operate their recycling programs more profitably. When the project was piloted at Mary Queen of Peace two years ago, the students raised \$20,000, which is four

times more than most school recycling programs generate.

A large share of the \$25,000 that Altius is donating will go to that project, which so far has only been offered in 15 elementary schools.

"Think Green is a great initiative in that it has proven its ability to increase revenues at school recycling programs," said Dalton. "The revenues grow, the monies get poured into enhancing educational resources, recycling levels increase, entrepreneurs are created. The only problem we could find with the program was that it was not widespread enough throughout the province. Our money is intended to move this strategically and regionally throughout the province and to hopefully see it spread like wildfire."

ACE Memorial's vice president of corporate relations, Ryan Hopkins, said Altius Minerals' contribution was so generous, the group had to invent a new level of sponsorship called the diamond class. ACOA and MUN have also been declared diamond sponsors.

"Before Altius, the highest level (of donation) we had was \$5,000," said Hopkins. "But then Altius came on and MUN and ACOA also increased their sponsorships so we decided to add a diamond level of \$25,000."

All told some 18 businesses and organizations sponsor ACE Memorial's many entrepreneurial activities. ACE Memorial students are among the highest achieving business students in the country. Representatives from ACE Memorial were in New York City last week to compete in the Students in Free Enterprise World Cup. ■