

**APPENDIX 3-G
2011 KSM PROJECT ADVERTORIALS, MEETING
NOTICES, AND NEWSPAPER ARTICLES**

NEWS



RELAY SPONSOR

The Smithers Branch of the Bulkley Valley Credit Union donates \$2,000 as a sponsor of this year's Relay for Life, taking place June 4. Accepting is Grant Harris from the Relay for Life Committee.

Photo submitted

Crash reductions on the way

By Rikki Schierer
Smithers/Interior News

The new improved corner on Highway 16 near the Smithers Regional Airport was one project benefitting from ICBC's Road Improvement Program in 2010.

ICBC contributed \$26,800 towards the geometric and intersection improvements to the corner. They also provided \$28,500 towards geometric improvements along Hwy. 16 from Lake Kathlyn Road to Smithers as well as installing wildlife collision mitigation systems near Telkwa, worth \$13,300.

Overall, the Smithers region received \$69,000 for highway improvements designed to increase driver safety.

"Road safety is a priority and the ICBC road improvement pro-

gram brings together numerous stakeholders to help make our communities safer," Shirley Bond, Minister of Public Safety and Solicitor General said. "Working together we can identify and implement changes that will reduce crashes and save lives."

These improvements help with reducing claim costs and helps keep rates stable for ICBC customers, ICBC's manager of the road improvement program John Pump said.

As found in an independent evaluation in 2009, for every dollar invested into the program ICBC and their customers see a return from five to 12 times that investment, ICBC reports. Over two years, ICBC customers can expect to save \$5.60 for every dollar invested from lower crash costs.

Using Smithers as an example, ICBC installed \$16,600 worth of rumble strips along the centreline from Houston to Burns Lake.

The 2009 evaluation found that these rumble strips resulted in a 34 per cent drop in property damage claims and a 19 per cent drop in severe injury crashes, saving \$700,600 in two years, or \$1.6 million over five years.

"Road improvements deliver real value to our customers," Pump said. "Our road improvement program is one aspect of our commitment to help make B.C. roads safer."

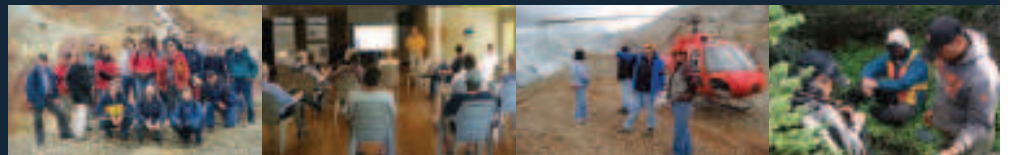
Since its inception in 1989, the project has invested approximately \$100 million across B.C., \$883,000 of which have been in the north central region.

SEABRIDGE GOLD

SEABRIDGE OPENS SMITHERS OFFICE

Being welcome in the communities where we operate is essential to Seabridge Gold's business. Strong and transparent relationships, built on trust and respect, enable us to carry out our activities to the mutual benefit of the company and the communities where we work.

We recently opened a community office in Smithers under the direction of Ms. Elizabeth Miller, Seabridge's Manager, Environmental Affairs. We want to provide a place for members of local communities to find out more about our KSM project, which is one of North America's largest undeveloped gold deposits and is located 65 kilometres northwest of Stewart. Work at KSM currently includes exploration, geotechnical and environmental studies to update the project's preliminary feasibility study and support the ongoing Federal and Provincial Environmental Assessment certification process. We have made significant progress in advancing the KSM project toward production and, if it is approved, it is our belief KSM will become an economic anchor for Northwestern BC and its residents for many years to come.



LEARN MORE ABOUT THE KSM PROJECT

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Nass emergency service knocked out

A BLAZE that burned up a vehicle used by a first responder group has knocked out emergency service in the Nass Valley.

The Gitxatin Fire and Rescue First Responders, part of the Laxgalts'ap (Greenville) Village Government, announced it was unable to provide services to the valley via an April 8 press release.

"We notified all our partners that we can't provide the services to

them and to appeal to the public and now we're the ones in need," said Gloria Murdock-Smith, CEO of Laxgalts'ap Village Government.

The vehicle, which was the only one in the Nass, had left New Aiyansh medical centre after dropping off a patient and was about 15 km outside of Laxgalts'ap on its return to the health centre there, when it began to make mechanical noises, followed by smoke

at about 9:15 a.m. April 4, said Const. Erik Rettmer of Lisims/Nass Valley RCMP.

"When the attendants (paramedics) exited, the vehicle burst into flames," said Rettmer, adding that the blaze couldn't be put out so the vehicle burned to the ground.

It's not known what caused a fire to ignite but the vehicle was an older one, said Rettmer.

The vehicle was towed away but police

won't do any mechanical inspection on it as there was no criminal activity related to its burning, added Rettmer.

And along with the

vehicle, about \$20,000 of equipment burned up, which now needs to be replaced.

Murdock-Smith said the village is waiting to see what ICBC says and

hopefully, the village will get the insurance money from the vehicle fire so it can purchase another unit.

The Nass Valley has four Nisga'a commu-

nities as well as Nass Camp.

New Aiyansh, the largest valley community, has a health centre offering a variety of medical services.

Power savings number for city is not available

By Lauren Benn

EARTH HOUR energy savings for B.C. cities have been tallied and among them Terrace was nowhere to be found on the list.

It's not because people in the city didn't switch off their lights during the global environmental movement that saw places across the globe powering down March 26.

Rather, BC Hydro doesn't track Terrace's energy consumption like it does for other B.C. communities, including Kitimat.

BC Hydro explained that for Terrace, energy consumption within its boundaries can't be measured.

This could be for one of two reasons.

"In some regions, there are substations that share feeders between communities," said a media representative for BC Hydro.

Feeders are cables that carry electricity from power substations, where community-wide power usage is measured from.

If the feeders are shared, there's no way to tell which area uses more or less power.

Or, BC Hydro explained, the appropriate equipment needed to measure power usage in Terrace might just not be there.

BC Hydro is not sure which of the reasons took Terrace off the Earth Hour energy savings list.

Kitimat, however, placed third among 67 municipalities on the list. The town reduced its energy consumption by 4.35 per cent.

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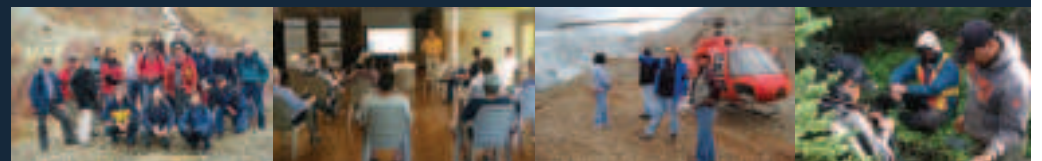
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ADVANCING THE KSM PROJECT

Seabridge Gold's KSM Project is one of North America's largest undeveloped gold deposits and is located 65 kilometres northwest of Stewart. Work at KSM includes exploration, geotechnical and environmental studies to update the project's preliminary feasibility study and support the ongoing Federal and Provincial Environmental Assessment certification process. Seabridge has made significant progress in advancing the KSM project toward production and, if it is approved, it is our belief KSM will be an economic anchor for Northwestern BC and its residents for many years to come.

Community engagement, economic capacity building, safety and wellbeing of people, stewardship of natural surroundings, and respect for our neighbours are cornerstones of Seabridge community relationships. For Seabridge, strong and transparent relationships, built on trust and respect, enable us to carry out our activities to the mutual benefit of the company and the communities where we work.



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Your Relay donations help in so many different ways

By Margaret Ferns
CONNECTOR CONTRIBUTOR

KITIMAT - How many times have you heard it said "the money doesn't stay in Kitimat" or "with all the money that's been raised, why hasn't a cure been found"?

There are more than 200 different kinds of cancer, so "a cure" would be very hard to find.

But there have been many research advances made because of funds raised through the Canadian Cancer Society. Today, 62 per cent of people diagnosed with cancer will survive the disease compared with 1-in-3 in the 1960s.

In 2009 the three Canadian Cancer Society lodges admitted more than 6,100 people.

CancerConnection (telephone volunteer peer support program) had 1,119 one-one-matches.

Cancer Information Service handled approximately 6,920 cancer-related inquiries. 529 cli-

ents received financial assistance for transportation and accommodation; 463 clients received financial assistance for drug coverage.

More than 74,350 client rides were offered through the Volunteer Driver Program. 276 prostheses and 3,498 wigs/headwear were distributed and 405 spots were filled at seven weeks of camp at Camp Goodtimes.

There are three Lodges in BC and soon there will be a fourth one located in Prince George. These Lodges are a great place to be able to stay while you are going through your cancer treatment - a home away from home. They are funded and maintained by the Canadian Cancer Society.

BC is the only province in Western Canada that funds a camp for kids with cancer. Camp Goodtimes is a place where these children can go for a week and just have fun.

CancerConnection

is a volunteer peer support program and is a very valuable emotional life-line for someone going through cancer treatment.

You can talk to someone who has gone through what you're going through and you can find encouragement and peace of mind.

The Cancer Information Service - 1-888-939-333 - is available to answer any questions and/or concerns you may have, and this isn't only for cancer patients; it is available to anyone who needs information.

As well, funds raised are used for research. Basic cancer research is the cornerstone of cancer research and usually takes place in the laboratory, where scientists seek to understand the disease at its deepest levels.

Using sophisticated tools and technologies, they peer inside single cells, observing and describing complicated biochemical and genetic processes to answer our

most fundamental questions about cancer:

How does the disease start?

How do tumours grow and spread to other parts of the body?

Can this growth be stopped?

Ultimately, the goal of basic cancer research is to come up with the rare, "breakthrough" discovery that will help prevent, control or even cure cancer and contribute a small but significant bit of knowledge that will help other scientists as they work on their own piece of the cancer puzzle.

For more information you can visit the Canadian Cancer Website at www.cancer.ca or phone the cancer



Pacific Pilotage Authority Canada Administration de pilotage du Pacifique Canada

MARINE PILOT FAMILIARIZATION PROGRAM

The Pacific Pilotage Authority is accepting Expressions of Interest from qualified mariners interested in participating in a Marine Pilot Familiarization Program prior to examination as apprentice pilots.

Applicants must be Canadian citizens and willing to undergo a medical examination. For information on Certification and Sea-time requirements please refer to the Pacific Pilotage Regulations, Sections 4 and 5, at http://laws-lois.justice.gc.ca/eng/regulations/C.R.C.,_c._1270/

Qualified applicants who are interested in this program and would like an application package, should apply in writing prior to **1530 hrs on Friday, May 13, 2011, to:**

**Director, Marine Operations
Pacific Pilotage Authority
1000 - 1130 West Pender Street
Vancouver, BC, V6E 4A4**

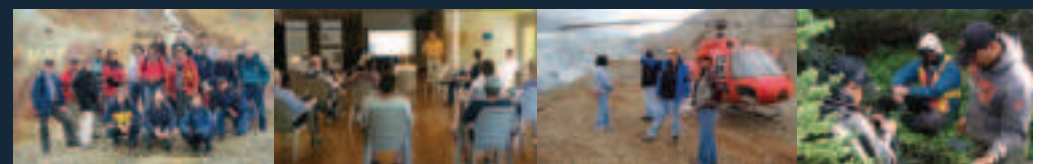


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Miners give to community

TERRACE - Since 2004, a booming minerals industry has meant excellent sponsorship support for Minerals North, resulting in financial surpluses from recent conferences.

Conference organizers have taken the opportunity to re-invest those funds in ways that will contribute to the sustainability of the host communities, the region and the minerals sector in northern British Columbia.

Since 2004, over \$168,000 of conference surplus has been distributed.

The Northwest Community College, for example, has received \$30,000 for its School of Exploration and Mining while \$25,000 has been provided to the College of New Caledonia toward the development of mining-related curriculum.

Geoscience projects in the Terrace area

have received \$15,000 as a major contribution to the costs of to re-analyze for chemical elements in rock samples collected in the Terrace area in the late 1970s.

And \$11,500 has been provided to the Mineral Resources Education Program of BC which provides schools with instructional modules that explain the minerals industry to primary and high school students.

BC Children's Hospital Foundation, the mining industry's charity of choice, has been the recipient of \$10,000 as part of the mining industry's Mining for Miracles campaign.

The Smithers Exploration Group has received \$5,000 to enhance the work SEG does in sponsoring Bulkley Valley student field trips to mining-related sites.



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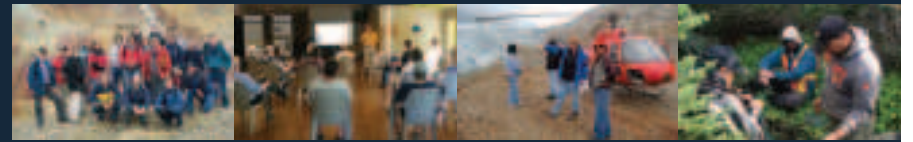
SEABRIDGE GOLD

PROUD TO BE PART OF NORTHERN BC'S FUTURE

Seabridge Gold's proposed KSM gold-copper project is located 65 kilometres northwest of Stewart. It is anticipated to have a 50 to 55-year mine life and to create multi-generation employment in the region. Work at KSM currently includes exploration, geotechnical and environmental studies to update the project's preliminary feasibility study and support the ongoing Federal and Provincial Environmental Assessment certification process. Seabridge has made significant progress in advancing the KSM project toward production and, if approved, it is our belief the project will become an economic anchor for Northwestern BC and its residents for many years to come.

Estimated Economic Benefits of the KSM Project

- **During construction:** if approved, the KSM project is estimated to generate employment for about 1,000 people per year on average over the five-year construction period, with additional direct supplier employment and indirect employment estimated at 4,000. The project will inject approximately \$2.3B into the provincial economy for goods and services, and provide total tax revenues of about \$352M.
- **In operation:** Seabridge estimates the KSM project will employ 550 people, will provide direct supplier employment for 940 and indirect employment for 640 more. The mine will stimulate approximately \$370M in annual spending on BC goods and services and will contribute annual tax revenues of about \$65M.



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SEABRIDGE GOLD

PROUD TO BE PART OF BC'S LONG MINING HISTORY

Mining plays an important role in British Columbia's economy and every day is having a positive impact on the lives of many British Columbians. Work at Seabridge Gold's proposed KSM gold-copper project currently includes exploration, geotechnical and environmental studies to update the project's preliminary feasibility study and support the ongoing Federal and Provincial Environmental Assessment certification process. If approved, Seabridge believes the KSM project – located 65 kilometres northwest of Stewart – will become an economic anchor for Northwestern BC and its residents for many years to come. The project is anticipated to have a 50 to 55-year mine life and to create multi-generation employment in the region.

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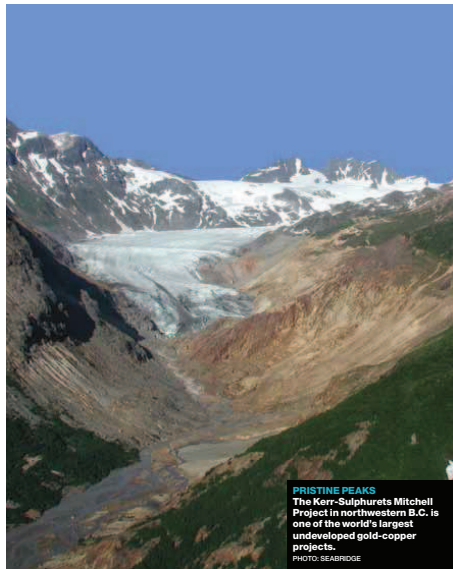
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INSPIRATION

FACT
2
SUSTAINABILITY HAS BECOME THE TOP PRIORITY FOR INDUSTRY

THE COMMUNITY CONNECTION



PRISTINE PEAKS
The Kerr-Sulphurets Mitchell Project in northwestern B.C. is one of the world's largest undeveloped gold-copper projects.
PHOTO: SEABRIDGE

■ **Question:** How does an inherently invasive activity, such as mining, minimize its impact on the environment?

■ **Answer:** By embracing the principles of sustainability and involving host communities in the development of mining operations

British Columbia is home to more new mining projects than any other place in Canada, and the industry's contribution to the provincial economy totals more than \$5 billion annually.

However, as Pierre Gratton, president of the Mining Association of BC, recently told attendees at a mining conference, the industry can't simply point to jobs and wealth creation and expect the public to support mining. Instead, operators need to embrace sustainable development.

Taking culture into account

There are many resource exploration and mining companies in BC that are doing just that. One such example is Seabridge, which is developing a gold mine in northwestern BC. "From the outset we engaged the local community, and listened to their concerns," says Brent Murphy, Seabridge's vice-president en-

vironmental affairs. "It was made very clear by the First Nations that our operations would impact a culturally sensitive creek, so we changed the design of the site to avoid this area."

Further cementing its commitment to sustainability, Seabridge was an early adopter of using DNA techniques to track the migration of grizzly bears in the region. By better understanding the movement patterns of the bears, they are able to develop mining operations in a way that will minimize the impact to these treasured animals.

"The notion of environmental sustainability isn't new," says Murphy, "maybe a half century or more ago, there were irresponsible operators, but most now understand the long-term effects of mining on the environment, and try to minimize that impact."

Community connection

Walter Energy Western Coal, which operates three mines in northeastern BC, is another that believes that integrating its work with the community is key for sustainable mining. "It's not just the mining company that can have a deep involvement in environmental sustainability, but also the broader community," says Eric Christensen, the company's vice-president environment and community affairs.

To this end, the company has been working with the First Nations on developing greenhouses that will spawn native tree and plant species to be used in reclamation and restoration projects. The company has ongoing discussions with aboriginal elders in the community to identify what's appropriate to use. "We're especially proud of this work, because it will not only benefit the areas we work in, but will aid other resource users in their restoration work," says Christensen.

While he admits that there will always be cynics, Christensen says there has been a big shift in the industry, and environmental and social sustainability isn't about appeasing people, but rather is built around a strong belief that it's the right way to conduct business. "Mining companies move on, but communities don't," he says. "No longer can we just backfill a mine pit and walk away, and while certainly there's more that can be done, we are making great strides." Christensen adds that mining companies will be judged on what they achieve and how they operate.

KEN DONOHUE
editorial@mediaplanet.com

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www.miningsuppliersbc.ca

WALTER ENERGY
WESTERN COAL

On April 1, 2011, Western Coal Corp was acquired by Walter Energy, becoming a subsidiary of the company – now known as Walter Energy Western Coal. Together we're bigger and stronger, with the resources to further create long-term economic opportunities in the communities where we operate.

Walter Energy Western Coal remains committed to supporting the growth of our local communities, maintaining safe practices and protecting the resources in our care.

www.walterenergy.com

KSM PROJECT SEABRIDGE GOLD

Come and Learn about the KSM Project

Seabridge Gold will be holding meetings with members of the Nisga'a Nation to provide an update on Seabridge's proposed KSM Gold-Copper mine.

Please join us to learn more about the KSM Project, and to share your interest, expertise and knowledge. If you can't attend, email your questions to community@seabridgegold.net or phone us at 250.847.4704.

Elizabeth Miller

MANAGER ENVIRONMENTAL AFFAIRS

"Project update and an opportunity for questions and answers"



Monday, June 13, 2011

**Gitlaxt'aamiks
Village Government**

2:00pm - 5:00pm

RECREATION CENTRE

**Gitwinksihlkw
Village Government**

9:00am - 12:00pm

VILLAGE GOVERNMENT CHAMBERS

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Elizabeth Miller

MANAGER ENVIRONMENTAL AFFAIRS

"Project update and an opportunity for questions and answers"



Monday, June 20, 2011

Laxgalts'ap
Village Government
9:00am - 12:00pm
LAXGALTS'AP VILLAGE
ADMINISTRATION BUILDING

Gingolx
Village Government
2:00pm - 5:00pm
LONGHOUSE ON FRONT STREET

SEABRIDGE GOLD – KSM PROJECT

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A project benefitting the region

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Learn more about the KSM Project

We invite you to learn more about the KSM Project and Seabridge Gold:

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1235 Main Street
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KSM PROJECT
SEABRIDGE GOLD

SEABRIDGE GOLD – KSM PROJECT

Ketchikan Open House, October 5

Community engagement, safety and well-being of people, stewardship of natural surroundings, and respect for its neighbours are cornerstones of Seabridge Gold Inc.'s community relationships. As part of its ongoing commitment to community outreach, Seabridge will be holding an open house in Ketchikan on October 5, 2011 to provide an overview of the company's KSM Project – located in northwest British Columbia, Canada – and answer community questions. We hope you can join us.

When?

October 5, 2011
5:00 PM – 9:00 PM

Where?

Ted Ferry Civic Center
888 Venetia Ave, Ketchikan

Who?

Members of Seabridge Gold's
Management Team

If you have any questions about the open house, please email community@seabridgegold.net.



Learn more about the KSM Project

Seabridge Gold Inc.,
1235 Main Street, P.O. Box 2536,
Smithers, BC V0J 2N0
Canada

www.seabridgegold.net
community@seabridgegold.net
1.250.847.4704

KSM PROJECT
SEABRIDGE GOLD

SEABRIDGE GOLD – KSM PROJECT

PROUD SUPPORTERS OF OUR COMMUNITIES

Being welcome in the communities where we operate is essential to Seabridge Gold's business. Strong and transparent relationships built on trust and respect enable us to carry out our work, benefitting both our company and the communities. We are pleased to support the Nisga'a Nation's Elders/Youth Gathering, "Bridging the Generations."

A project benefitting the region

Seabridge Gold's KSM Project is one of North America's largest undeveloped gold deposits, located 65 kilometres northwest of Stewart. Work at KSM includes exploration, geotechnical and environmental studies to update the project's preliminary feasibility study and support the ongoing Federal and Provincial Environmental Assessment. If approved, KSM will become an economic anchor for Northwestern BC and its residents for years to come.



Learn more about the KSM Project

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