

6 June 2018

Alderon Promoting Kami Iron Ore Project in Social Media Campaign

By Linda Swain

Alderon, the company behind the proposed Kami Iron Ore mining project in Labrador West, has launched a social media campaign to create broader awareness about the project across the province.

President and CEO Tayfun Eldem says the project, which was recently rebooted with the start of a feasibility study update, was identified by Memorial University economist Dr. Wade Locke as having enormous economic potential within the province and across the country.

The company is in the process of securing financing for the project and if successful, could see “shovels in the ground” next year.

Eldem says once financing is secured and they get the green light that will mean about 800 people employed directly at the peak of construction and another 390-400 people during mining operations.

Eldem says they're building awareness in anticipation of the wind-down of projects like Muskrat Falls.

He says they're not generating applications just yet, but they are aware that there will be increased interest in employment as other projects come to an end.

Alderon has been using the hashtag #jobsNL to get the message out, as well as on www.jobsfornl.com.