

Uranium Sector Expansion Focus of New Saskatchewan Chamber Information Campaign

“Saskatchewan has missed too many economic opportunities in the past because our people did not know all the facts,” noted Steve McLellan, CEO of the Saskatchewan Chamber of Commerce. “The discussion around whether or not to build a nuclear reactor in Saskatchewan is reaching a critical point. This time we need to get it right! We need to make an informed decision based on the all facts.”

The Saskatchewan Chamber has launched a new fact-based campaign to provide information to the thousands of members of the multiple Chambers of Commerce operating throughout our province and it will include several elements.

Today is the release of our *Frequently Asked Questions (FAQ)* document. This document draws upon expert and reputable sources to answer the most common questions in relation to nuclear development. Agencies such as the Canadian Nuclear Safety Commission have been used to ensure the answers are exact and complete.

“The opportunity for a large scale expansion of our uranium sector into a new area is vitally important and will have a significant impact on the future of our province. We should all be informed of the facts required to make this decision,” continued McLellan. “Our intent is to make all the necessary information readily available to those who are looking to become informed.”

Other elements of the Saskatchewan Chamber’s campaign will be unveiled over the next few weeks and will utilize the power of the Chamber network across Saskatchewan.

The timing of this campaign will coincide with the public consultations held on the recommendations of the Uranium Development Report commissioned by the Province of Saskatchewan. This FAQ was designed to inform people in advance of those sessions and assist the sharing of fact based material.

“We see this opportunity as one that has many different elements. Usually, business decisions are determined by economics but the nuclear world is more complex than that. While it will impact business activity, there is also an emotional component to it that needs to be addressed,” concluded McLellan. “Yes, the economics are critical but this decision will be influenced by people who want answers to a wide range of questions. We hope to offer resources that provide these answers.”

The Saskatchewan Chamber of Commerce represents the interest of our members from throughout the province by advocating for expanded opportunities and regulatory simplification. The Chamber launched a Growth Strategy in October of 2007 to encourage and help facilitate strategic growth, it can be found at www.saskchamber.com.

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