

Announcement

January 23, 2012

Trace Associates Inc. Supports September's "Rethink Breast Cancer" Campaign

Calgary, Alberta – Darrell Haight, President of Trace Associates Inc. (Trace), and Rhonda Smith, Chief Operating Officer, are pleased to share that Trace was able to support the "Rethink Breast Cancer" Campaign last fall.

2011 marked the 10th anniversary of Rethink Breast Cancer, a Canadian charity dedicated to raising awareness of the disease in a new generation of women. Their mission: To continuously pioneer cutting-edge breast cancer education, support, and research that speaks fearlessly to the unique needs of young (or youngish) women. This organization, in conjunction with Fashion Targets Breast Cancer, has raised over 1.5 million dollars since its inception.

The campaign was brought to company attention by Jason Hampson, on behalf of his sister, Shannon Valente, who has been actively involved in the charity for several years. Trace was happy to contribute a \$200 donation to this worthwhile cause.

About Trace Associates Inc.

Founded in 2006, Trace is a 100% employee-owned environmental consulting firm serving Western and Northern Canada. Trace's team of energetic professionals is capable of managing and efficiently completing all types of projects. We take pride in our enthusiasm, focus on safety, and client responsiveness.

Trace values its employees and provides a rewarding, collaborative, and secure working environment. At Trace, team members benefit from the opportunity to work on projects with renowned clients, take ownership in the company, and grow and develop their careers and skill sets within the firm.

Trace provides sustainable environmental consulting services to energy, real estate, development, and industrial clients during all stages of the project life cycle (planning, construction, operation, decommissioning, and redevelopment).

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