NEWS RELEASE
September 7, 2016

SME introduces Move Mining competition
Campaign to improve public perception of the mining industry

The Society for Mining, Metallurgy & Exploration Inc. (SME) has launched a campaign designed to improve the public perception of the mining industry. Move Mining is a competition among all SME members to create a message that conveys a positive picture of the importance of mining. A majority of the population, including key legislators and decision makers around the world, don’t understand the essential role that mining has in our lives, our lifestyles and our standard of living.

“Move Mining is an innovative approach to tap into the broad experience of SME members to help communicate the global benefits of mining and improve the public perception of the industry,” said Red Conger, President and Chief Operating Officer – Americas and Africa Mining, Freeport-McMoRan. “Our products sustain society and Move Mining will help us come up with new ways to share that message.”

The method of delivery is the key to the competition. Innovation and imagination on how to visualize the message and then convey it to the world will help the successful candidates. Teams will submit concept papers outlining their vision to SME by December 1, 2016. The top five teams selected will pitch their ideas to a panel of industry leaders and communication experts at the SME Annual Conference & Expo in February 2017. The winning team will receive a $5,000 cash prize and support from SME and sponsoring organizations to help promote and package their winning concept during 2017.

For details, visit www.movemining.org.

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SME is a professional society (nonprofit 501(c)(3) corporation) whose more than 15,000 members represent all professions serving the mining, minerals and underground construction industries in more than 100 countries. SME members include engineers, geologists, metallurgists, educators, students and researchers. SME advances the worldwide minerals community through information exchange and professional development.

For more information, contact Jackie Dorr, Communications Manager, 303-948-4244 or dorr@smenet.org.

SME exists to be the premier resource and advocate for the mining community.
For further details, see www.smenet.org