

PLEASE ASK YOURSELF
WHY WOULD TIFFANY & CO.,
WHOSE LIVELIHOOD DEPENDS ON MINING,
BE CONCERNED ABOUT
THE PEBBLE MINE AND ITS THREAT
TO BRISTOL BAY?

Every now and then, there is an issue with long-term implications
that rises above all our immediate financial self-interests.

One such issue is the proposal to build an enormous gold and copper
mine in the very heart of Alaska's Bristol Bay Watershed, home of
the world's most productive salmon fishery.

So why has Tiffany & Co., along with other jewelers, announced it will
not use gold from the proposed Pebble Mine? Despite the best
of intentions, 175 years of experience sourcing gemstones and precious
metals tells us that there are certain places where mining cannot be
done without forever destroying landscapes, wildlife and communities.

Bristol Bay is one such place.

As you examine your responsibility to source precious metals
ethically and in a sustainable way, please consider that there will
be other sources of gold to be sure.

But we and our children will never find a more beautiful
and productive place than Bristol Bay.

TIFFANY & CO.