

# Appia Announces Appointment of Global Rare Earths Expert Jack Lifton as Strategic Adviser to the Company

written by Raj Shah | June 8, 2021

June 7, 2021 ([Source](#)) – **Appia Energy Corp. (CSE: API) (OTCQB: APAAF) (FSE: A0I.F) (FSE: A0I.MU) (FSE: A0I.BE) (the “Company” or “Appia”)** is pleased to announce that global rare earths expert, Jack Lifton, has agreed to join the Company as a consultant and Advisor to the Board of Directors of Appia.

Jack is a consultant, author, and lecturer on the market fundamentals of technology metals. Technology metals is a term that he coined to describe strategic metals whose electronic properties make our technological society possible. These include the rare earths, the platinum group metals, lithium, graphite and most of the rare metals and materials. Jack is the leading rare earths expert in the US and he also advises the US Department of Energy as well as other companies.

Tom Drivas, CEO of Appia commented, “We are delighted that Jack has agreed to bring his unheralded knowledge of the rare earths industry to Appia as a Strategic Advisor. Appia is at a pivotal moment in its exploration/exploitation program on our flagship Alces Lake critical rare earth elements (“CREE”) project. In addition to having discovered one of the world’s potentially highest-grade monazite deposits, Appia is committed to being a key player in the development of a new global supply chain for rare earth elements that are in short-supply and high-demand for use in permanent magnets and modern electronic applications such as electric vehicles and wind turbines, (i.e: neodymium (Nd),

praseodymium (Pr) dysprosium (Dy), and terbium (Tb)).”

Frederick Kozak, President of Appia, commented, “I am delighted that Jack Lifton has consented to join Appia at this exciting time in the global rare earths market. I had the pleasure of working with Jack prior to joining Appia earlier this year and I know that he will provide the Company with insightful guidance and advice as our Alces Lake rare earths project advances this year.”

Jack has been issued 150,000 stock options exercisable at \$0.91 for 5 years as compensation for his services as a consultant and advisor to Appia.

### **About Appia**

Appia is a Canadian publicly-listed company in the rare earth element and uranium sectors. The Company is currently focusing on delineating high-grade critical rare earth elements (“REE”) and uranium on the Alces Lake property, as well as prospecting for high-grade uranium in the prolific Athabasca Basin on its Loranger, North Wollaston, and Eastside properties. The Company holds the surface rights to exploration for 65,601 hectares (162,104 acres) in Saskatchewan.

The Company also has a 100% interest (subject to a 1% Uranium Production Payment Royalty and a 1% Net Smelter Return Royalty on any precious or base metals payable, provided that the price of uranium is greater than US\$130 per pound) in 12,545 hectares (31,000 acres), with rare earth element and uranium deposits over five mineralized zones in the Elliot Lake Camp, Ontario. The Camp historically produced over 300 million pounds of  $U_3O_8$  and is the only Canadian camp that has had significant rare earth element (yttrium) production. The deposits are largely unconstrained along strike and down dip.

Appia has 106.6 million common shares outstanding, 128.0 million shares fully diluted.

For more information, visit Appia's website at [www.appiaenergy.ca](http://www.appiaenergy.ca).

*Cautionary Note Regarding Forward-Looking Statements: This News Release contains forward-looking statements which are typically preceded by, followed by or including the words "believes", "expects", "anticipates", "estimates", "intends", "plans" or similar expressions. Forward-looking statements are not a guarantee of future performance as they involve risks, uncertainties and assumptions. We do not intend and do not assume any obligation to update these forward-looking statements and shareholders are cautioned not to put undue reliance on such statements.*

*Neither the Canadian Securities Exchange nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.*

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