

# American Rare Earths Ltd

16:07 30 Jun 2020

## American Rare Earths appoints new CEO as it progresses US project towards production

American Rare Earths Limited (ASX:ARR) has taken another step towards bringing the La Paz Rare Earth Project in Arizona, USA, to production with the appointment of a new chief executive officer in Marty Weems.

The new CEO brings a wealth of experience to the company, formerly known as Broken Hill Prospecting Ltd (ASX:BPL), with startup leadership and business development skills.

### Welcomed to team

This comes with a background in leading presentations for government agencies, capital raisings and investor updates.

Weems, who has a Master of Science (MS) and a Masters of Business Administration (MBA), has been welcomed to the team by chairman Creagh O'Connor.

ARR believes that localising the management and operations in the US, is an important step in ensuring the enhancement of value in the project and company.

### Progress at project

Progress is also being made with the world-class project under the direction of La Paz LLC vice president exploration John Petersen as ARR transitions from explorer to developer.

This transformation is in line with the commitment of the US to become more self-sufficient in rare earths supply.

Rare Earth Elements (REE) remain a key US strategic resource, which through its domestic development is designed to provide input for US based processing.

### Internal analysis

ARR has completed an internal analysis for the La Paz project which reviews all previous exploration, sampling and assay data.

The subsequent report will bring together the most recent mapping and sampling undertaken in October 2019 through March 2020 to identify various rock types within the resource area.

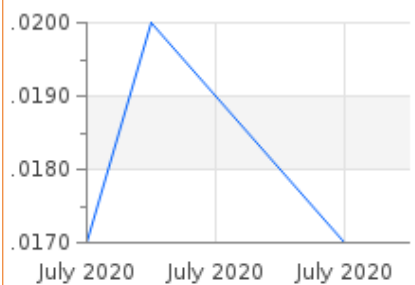
Once the review has been completed and results validated, the company will release an NI 43-101-compliant update.

Petrographic analysis of all samples has provided details of the most prolific mineralised rocks containing REE and scandium, which also resides within the mineralised zones.

**Price:** 0.018

**Market Cap:** \$5.24 m

### 1 Year Share Price Graph



### Share Information

**Code:** ARR

**Listing:** ASX

52 week	High	Low
	0.02	0.017

**Sector:** Rare earths & specialist minerals

**Website:** [www.bhpl.net.au](http://www.bhpl.net.au)

### Company Synopsis:

*American Rare Earths Ltd (ASX:ARR) (formerly Broken Hill Prospecting Ltd) (ASX:BPL) is focussed on the La Paz Rare Earth Project in Arizona, U. S.*

[action@proactiveinvestors.com.au](mailto:action@proactiveinvestors.com.au)

### **Improved understanding**

With a better understanding of the genesis of the REEs together with the scandium, resource geologists are producing 3D models.

These will provide a pathway to the next steps in planning reverse circulation drill targets to further define the resource within the expanded La Paz mineralised system.

During the March quarter, the company conducted a trenching program between the two mineralisation zones which have been divided by alluvium.

The purpose of this was to reach bedrock from which more samples could be taken and to identify the underlying rock types.

Pending assay returns, the initial identification of rock types shows the potential of linking the original resource to the new expanded locations.

Further work is being undertaken to support the belief that the two zones are one very large mineralised system which significantly adds to the La Paz footprint.

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 [action@proactiveinvestors.com.au](mailto:action@proactiveinvestors.com.au)

### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of American Rare Earths Ltd named herein, including the promotion by the Company of American Rare Earths Ltd in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).