

FOR IMMEDIATE RELEASE | ATTENTION NEWS DIRECTORS & ASSIGNMENT EDITORS

Friends of the Canadian Museum for Human Rights celebrates RBC Foundation's \$1 million increase, boosting overall donation to Museum to \$2 million

September 8, 2014

Winnipeg, MB - Two years after Canada became a country in 1867 with the passing of the British North America Act, the Merchants' Bank of Halifax, today known as RBC, received Royal assent from the Parliament of Canada in June 1869. With such deep and pioneering roots in the history and fabric of our country, it was only natural for RBC to be a strong supporter of the Canadian Museum for Human Rights from the early days with an initial gift of \$1 million followed today by an additional \$1 million dollar gift.

RBC is proud to support "Protecting Rights in Canada" - one of the museum's many groundbreaking galleries. This gallery will interpret one of our nation's most important achievements – the Canadian Charter of Rights and Freedoms – and, through RBC's support, will help ensure generations to come will learn about the special role we all play in preserving the fundamental rights and freedoms of all Canadian citizens.

"Diversity and inclusion are values near and dear to our hearts at RBC," commented RBC Regional President Kim Ulmer. "We are honoured to be a part of this majestic institution and privileged to contribute in some small way to each visitor's personal and inspired journey through the galleries and exhibits of the Canadian Museum for Human Rights."

Gail Asper, National Campaign Chair, Friends of the Canadian Museum for Human Rights shares how her father's vision for the Museum was originally inspired by the story behind the "Protecting Rights in Canada" gallery.

"My father, Israel Asper, through his foundation the Asper Foundation, established a national student education program for grade nine students, which teaches them about the Holocaust and human rights," shared Asper. "We realized from talking with the students that they all knew about the Declaration of Independence but, when asked what they knew about Canada's Charter of Rights and Freedoms, it appeared they knew very little. It was then and there that we realized we needed to create a new Canadian institution that would celebrate Canada's history of human rights achievements and we were very firm that there had to be a gallery that profiled the Charter of Rights and Freedoms. This gallery now exists and is generously supported by RBC."

Gail Asper further comments on one of the many inspired goals of the museum. "I'm really hopeful that we can make a difference in this troubled world by transforming indifferent bystanders into human rights heroes and champions."

RBC proudly shares in this goal as well through its donation and support of the Canadian Museum for Human Rights. With this additional \$1 million gift, Friends has raised \$147 million in its private sector capital campaign.

About Friends

As a volunteer-led, not-for-profit, charitable organization, Friends of the Canadian Museum for Human Rights is working with the Canadian Museum for Human Rights to create human rights champions in Canada and around the world. Opening on September 20, 2014, the Canadian Museum for Human Rights is a national museum dedicated to helping people understand, celebrate and promote human rights through a uniquely Canadian perspective.

About RBC

Royal Bank of Canada is Canada's largest bank, and one of the largest banks in the world, based on market capitalization. We are one of North America's leading diversified financial services companies, and provide personal and commercial banking, wealth management services, insurance, investor services and capital markets products and services on a global basis. We employ approximately 79,000 full- and part-time employees who serve more than 16 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 40 other countries. For more information, please visit rbc.com.

RBC supports a broad range of community initiatives through donations, sponsorships and employee volunteer activities. In 2013, we contributed more than \$104 million to causes worldwide, including donations and community investments of more than \$69 million and \$35 million in sponsorships. Learn more at www.rbc.com/community-sustainability.

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