

# ♥ Pride Together

## Snapchat Lens Engagement Campaign



For every share, **RBC will donate \$1\*** to 2SLGBTQ+ youth charities, up to \$150k!



The RBC Pride Together campaign was developed to connect and engage with RBC employees, clients, and communities across Canada through a custom AR (augmented reality) lens within the Snapchat app. This initiative also raises awareness about the importance of supporting and inspiring 2SLGBTQ+ youth to unlock their potential through enhanced mental well-being.

### Launch the Snap Lens by Scanning the Snapcode

- **Step 1:** Open Snapchat and point your camera at the custom Snapcode to launch the experience.
- **Step 2:** Strike a pose then click the capture button (middle circle with RBC Pride Snapchat logo) to save your selfie.
- **Step 3:** Select “Send To” (blue button on bottom right corner) to share your Snap with friends and family from your personal contact list. For every share, RBC will donate \$1\* to 2SLGBTQ+ youth charities!

### Launch the Snap Lens In Snapchat

- **Step 1:** Open Snapchat and search “RBC” (to search, click magnifying glass on the top left corner, right after opening the app). The verified RBC account should be the first option available.
- **Step 2:** Once in the RBC account profile, scroll or tap the Lenses tab to find the RBC Pride Lens. Select your preferred language Lens (English or French) to launch the experience.
- **Step 3:** Strike a pose then click the capture button (middle circle with RBC Pride Snapchat logo) to save your selfie.
- **Step 4:** Select “Send To” (blue button on bottom right corner) to share your Snap with friends and family from your personal contact list. For every share, RBC will donate \$1\* to 2SLGBTQ+ youth charities!



scan this

### Legal

\*RBC Foundation will donate \$1 for every share of the RBC Pride Together Snapchat Lens to Egale and It Gets Better Canada, to a maximum of \$150,000 CAD. The Lens will still be available for personal use after the maximum donation is reached.

### More information about our charitable partners



Egale is Canada’s leading organization for 2SLGBTQI people and issues. We improve and save lives through research, education, awareness, and by advocating for human rights and equality in Canada and around the world. Our work helps create societies and systems that reflect the universal truth that all persons are equal and none is other.



It Gets Better Canada is a registered charity in Canada that envisions a world where all 2SLGBTQ+ youth are free to live equally and know their worthiness and power as individuals. Its mission is to uplift, empower, and connect 2SLGBTQ+ youth across Canada.

### RBC and Pride

As an advocate for equal employment opportunities, RBC maintains a workplace that embraces Diversity and Inclusion. The company provides domestic partner benefits inclusive of same-sex couples, as well as transgender-inclusive benefits. RBC also supports national and local organizations that serve the LGBTQ+ community through sponsorships, grants and its employee gift matching program. [Click here](#) to learn more about RBC’s support of the LGBTQ+ community.

### History of Pride

Pride celebrations in Canada span from May to September every year. A celebration of lesbian, gay, bisexual and transgender pride, and a commemoration of the 1969 Stonewall Riots, Pride is recognized through parades, parties and festivals across the U.S.

