



RBC Royal Bank

# NEWS

## New opportunities for RBC Young Leaders

**Port-of-Spain, Trinidad, Tuesday, January 27, 2015:** RBC has launched an exciting new partnership with international charity and educational partner, Free The Children (FTC), that will enhance their award-winning Young Leaders Programme.

As a result of these enhancements, students will receive additional educational resources, collaborate with young people throughout the world and earn the chance to attend both international and local leadership events.

The partnership was announced on Wednesday at the bank's annual workshop, where teachers and principals were guided on the requirements for participating in the programme under this year's theme – Digital Citizenship; Responsibly Navigating Technology.

In his address to the audience at the workshop, Robin Ayoung, RBC Human Resources Business Partner, said the bank was happy to work with FTC because both organisations share the same commitment to youth development.

Ayoung said, "Like RBC, Free The Children knows that young people can be the greatest problem-solvers and so, we believe that this new alliance will augment the amazing work that we have already been doing with young people here."

Free The Children and RBC will also join forces to host a two-day National Youth Leadership Conference that will be held in Trinidad. The Conference will encourage youth to learn more about the issues they are passionate about, develop action plans using social media, and build the skills and confidence to make a difference in their community. The partnership will also provide a social media hub, which will offer the opportunity for safe and direct engagement not only with Young Leaders throughout Trinidad and Tobago and the Caribbean, but with other young persons across the globe. The hub will serve as a mechanism for sharing of projects and exchange of ideas.

Ten Young Leaders will also have the chance to earn a trip-of-a-lifetime, to attend Free The Children's We Day celebration in Canada later this year.

We Day is an annual series of stadium-sized educational events that connects tens of thousands of student leaders with world-renowned speakers and performers – from Malala Yousafzai, Earvin "Magic" Johnson and Sir Richard Branson to Demi Lovato, Nelly Furtado and Jennifer Hudson – in an inspirational setting to learn about pressing local and global issues.

Erin Barton, Director of Global Partnerships for Free The Children, said the conference will focus on giving teens the tools they need to thrive in the digital world.

"Students will be empowered, not just to navigate technology safely and responsibly, but they will also learn how to use social media and the digital world to create positive outcomes and to rally support for great causes," Barton said.

For more than three decades, the RBC Young Leaders Programme has helped teens exercise teamwork, communication, creativity and problem solving in the pursuit of common goals, foster care for their community and the environment, and engage in

activities that strengthen the social, moral and economic well-being of Trinidad and Tobago.

What began in 1981 as a youth savings project has evolved into the bank's premier education and youth development initiative that has expanded to Grenada, St. Lucia and St. Vincent.

Over the years, the programme has grown to include the Great Debate component, which gives students the opportunity to develop their critical thinking and independent research competence, skills that can serve them well as they continue their education and enter the workplace.

RBC remains committed to providing focused, significant support to key causes and activities and maintains a broad base of support for a wide range of social, cultural and environmental organisations throughout Trinidad and Tobago.

Education remains one of the areas of youth development that the banks is keen to continue making a significant investment and this partnership with Free The Children represents another key milestone in this effort.

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#### **About RBC in the Caribbean**

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#### **About RBC**

Royal Bank of Canada (RY on TSX and NYSE) and its subsidiaries operate under the master brand name RBC. We are Canada's largest bank as measured by assets and market capitalization, and among 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, corporate and investment banking and transaction processing services on a global basis. We employ approximately 79,000 full- and part-time employees who serve close to 16 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 56 other countries. For more information, please visit [rbc.com](http://rbc.com).

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