

## RBC/ RBTT announces Sponsorship of the 2011 Relay for Life

Kingston, May 3, 2011. As part of its continuing efforts to increase support for children with cancer, RBTT Bank Jamaica Limited and its parent company, Royal Bank of Canada (RBC), are pleased to be the presenting sponsors of the 2011 Relay for Life, a signature fund-raising event hosted by the Jamaica Cancer Society to raise funds for cancer survivors, and to raise awareness about the prevention and treatment of cancer.

Minna Israel, President and Country Head of RBTT Bank Jamaica Limited, today presented a sponsorship cheque of \$1,000,000 to the Jamaica Cancer Society signaling the Bank's commitment to the Jamaica Cancer Society Relay for Life event.

"The decision to support this year's staging of Relay for Life at such a significant level is underpinned by our strong focus on the area of paediatric cancer", says Minna Israel, President and Country Head of RBTT Bank Jamaica Limited.

Following the acquisition of RBTT by Royal Bank of Canada in June 2008, the RBC/RBTT Caribbean Children's Cancer Fund was launched in the Caribbean jurisdictions in which RBC and RBTT operate.

The Fund is intended to assist young persons across the Caribbean who are 16 years of age and under, and have been diagnosed with cancer, by providing necessary care and treatment they need to fight the disease.

Research shows that while childhood cancer is the number 1 disease killer among children, surpassing asthma, diabetes and paediatric AIDS combined, 75 per cent of children diagnosed with cancer can be cured.

RBC/RBTT continues to honour a commitment to contribute approximately US\$200,000 annually to the Cancer Fund, which is supplemented by the tireless fundraising efforts of employees and donations from members of the public.

On April 26, 2011 the Cancer Treatment Foundation in Trinidad, the administrators of the Cancer Fund, approved the payment for medical care and treatment of an eight-year-old Jamaican boy who was diagnosed with cancer. This is the second child in Jamaica to benefit from the fund.

To date, the RBC/RBTT Caribbean Children's Cancer Fund has provided funding of approximately US \$228,000 for treatment of 11 applicants across the Caribbean.

To join RBC/RBTT in giving hope and saving lives, contributions to the Cancer Fund can be made to

Account number 4410317200297993 at any RBTT branch islandwide.

Visit the website <u>givehopesavelives.rbtt.com</u> for more information.

-30-

Contact: Annette Atkinson

Tel: 936-8403 Date: May 3, 2011

Email: Annette.atkinson@rbc.com

**MEDIA RELEASE** 



On May 3, 2011, at the Jamaica Cancer Society's launch for Relay for Life 2011, Minna Israel, (2<sup>nd</sup> right) President and Country Head along with Karen Watson-Pink, (second left) Asst Manager, Corporate Communications and Brand, RBTT Bank Jamaica Limited, was pleased to present sponsorship cheque of \$1million dollars to Marie Powell (1<sup>st</sup> left), Event Chair, Relay for Life 2011 and Carol Blair (1<sup>st</sup> right) Administrative Director, the Jamaica Cancer Society. The decision to support this year's staging of Relay for Life at such a significant level is underpinned by the bank's strong focus on the area of paediatric cancer.

## **MEDIA RELEASE**