



FOR IMMEDIATE RELEASE
January 30, 2008

**RBC supports Art Gallery of Hamilton
in reaching out to new audiences
through innovative programmes**

This morning the Art Gallery of Hamilton (AGH) announced three innovative programmes designed to attract new audiences to the Gallery and to downtown Hamilton. This audience development initiative is supported by a \$75,000 gift from RBC. The three programmes include citizenship ceremonies held at the Gallery and complimentary family memberships to the AGH for new Canadians; complimentary e-memberships to post-secondary students; and the formation of CLiC, a group for young professionals with monthly events.

“We’re delighted to have RBC partner with us to support and share the importance of reaching out to and celebrating our diverse communities in Hamilton and beyond,” said AGH President and CEO Louise Dompierre.

“RBC has been in the Hamilton community since 1885, and we are pleased to continue our commitment to building our community by working with the Art Gallery of Hamilton,” Vince Isber, RBC’s regional vice president for Hamilton. “We are truly fortunate to have such a fine cultural institution just steps away from our homes and our places of business. We’re excited to help Hamiltonians participate more fully in all the Gallery has to offer by supporting the audience development activities at the AGH.”

Working closely with the Institute for Canadian Citizenship, the AGH will hold two citizenship ceremonies annually, with active participation of the Gallery’s new citizenship committee, headed by honorary chair, Ron Joyce. At each ceremony, the new Canadians will receive a complimentary Family Membership to the Gallery.

Through the e-membership programme, full-time students at Mohawk College, McMaster University and Redeemer University receive free admission to the Gallery’s ticketed exhibitions and discounted admission on tickets to the Gallery’s extensive film programme.

The young professionals' group – dubbed “CLiC” – will allow professionals aged twenty to forty to meet monthly to network socially and professionally while exploring the Gallery and other venues downtown and throughout Hamilton. CLiC launches its first event, a reception and exhibition tour with AGH curator Patrick Shaw Cable, on Thursday, February 21st at 5:30 pm at the Art Gallery of Hamilton.

Founded in 1914, the **Art Gallery of Hamilton** is Ontario's third largest public art gallery and owns one of the finest collections in Canada. In 2007, over 150,000 people visited the Gallery's downtown Hamilton location.

RBC is considered one of Canada's most respected corporations and leading employers, and is recognized among the world's financial, social and environmental leaders. In 2007, the company contributed more than \$82 million to community causes worldwide, through donations of more than \$47 million, and an additional \$35 million in sponsorship of community events and national organizations. We are Canada's largest bank as measured by assets and market capitalization and one of North America's leading diversified financial services companies. We employ approximately 70,000 full- and part-time employees who serve more than 15 million personal, business, public sector and institutional clients throughout offices in Canada, the U.S. and 36 other countries. For more information, please visit rbc.com.

-END-

For more information on the Art Gallery of Hamilton and RBC audience development initiatives, please contact:

Larissa Ciupka, Director of Marketing and Communications,
Art Gallery of Hamilton
[T] 905-527-6610, ext. 237
[E] larissa@artgalleryofhamilton.com