

FOR IMMEDIATE RELEASE
April 15, 2009



**RBC gets FRESH with audience development support
at Art Gallery of Hamilton CLiC event
Hamilton native and RBC Olympian Kimberly Ribble-Orr in attendance**

RBC will formally renew its commitment as the Art Gallery of Hamilton's Audience Development partner at:
fresh, a CLiC event
Art Gallery of Hamilton
123 King Street West, downtown Hamilton
Thursday, April 16, 2009
Announcement and photo op at 7 pm

CLiC is a fresh collective of like-minded individuals under 45, coming together with the Art Gallery of Hamilton to create an awareness of art, culture and community. Launched in January 2008 with RBC support, the CLiC Group hosts signature social evenings during the year.

The April event, dubbed "fresh," offers a fresh perspective and fresh ideas, and features:
the opportunity to meet RBC Olympian and Hamilton native **Kimberly Ribble-Orr** and learn about the RBC Olympic Torch Relay and her pledge for a better Canada;
special guest Karen Burson, of *Eat Local* and *Slow Foods*;
Dean Gagnon and the *Rhythm Factory* in an interactive rhythm and drum circle;
a curator-led tour of the exhibition ***Shock of Seven: The Group and Their Contemporaries***.

In addition to CLiC, RBC also supports such AGH audience development activities as e-Membership for full-time post-secondary students in Hamilton, citizenship ceremonies at the Gallery, and Family Memberships for new Canadians.

"RBC is proud to support the Gallery's audience development activities designed to help create strong communities by reaching broadly into the region we serve," says Vince Isber, Regional Vice-President, Greater Hamilton Market. "We're delighted with the on-going success of these programmes."

Nadia Senchuk, RBC Account Manager with Commercial Financial Services in Hamilton, has been an integral part of the CLiC committee since its inception in January 2008. "Our goal for CLiC has been to provide a welcoming social atmosphere at monthly receptions and we've succeeded," Senchuk added. "I've enjoyed watching the CLiC Group grow. Aside from meeting dynamic professionals from Hamilton and beyond, I've also been exposed to many activities the Gallery offers."

"RBC support was instrumental in providing a solid foundation for CLiC," remarks AGH President and CEO Louise Dompierre. "In addition to financial support, RBC also encouraged its employees to participate in this venture as committee members, to great success. RBC's involvement with the Gallery doesn't end with handing over a cheque. They participate in all facets of our audience development activities and help us reach out in our community."

Founded in 1914, the Art Gallery of Hamilton is Canada's seventh largest public art gallery, and Ontario's third largest. It owns one of the finest collections of art in the country and welcomes 160,000 visitors a year.

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For more information, please contact:
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