



For immediate release

MEDIA RELEASE

Love was in the air at RBC Valentine Breakfast

Pointe-Claire, February 19, 2010 – Love was in the air on February 16th at RBC Royal Bank's annual Valentine's Breakfast to benefit West Island Community Shares! More than 450 people showed their love and support for their community by attending the annual breakfast and helping to raise \$29,000. This amount represents a 45% increase over last year's event!

"This event shows what an extraordinary place the West Island is," said Manon Pilon of Spa CurAge, one of the lead partners of this year's breakfast. "It's wonderful to see business and community leaders as well as residents all work together for the good of their community."

The popular breakfast fundraiser was organized by a team of enthusiastic and dedicated RBC employees from West Island branches in collaboration with the Rôtisserie St-Hubert in Kirkland. West Island IGA and IGA Extra stores and their partners (Parmalat, Burnbrae Farms and Air Miles) generously donated all the makings for the hearty breakfast including fruit, eggs, milk, and bread. The Q92.5 also graciously provided public service ads leading up to the event and had a team doing live segments during the event.

"I can't thank everyone involved in the success of the event enough," said Caroline Tison, Executive Director. "Special thanks go out to Karen Kroon, RBC Branch Manager at Galeries des Sources and Linda Graziani, RBC Branch Manager at Pointe-Claire shopping centre, and all the RBC employees who worked so hard to organize it."

RBC has been a steadfast supporter of Community Shares since 1998. In addition to the annual breakfast, its West Island branch employees contribute their time and energy to the organization of an annual golf tournament to benefit West Island Community Shares.

West Island Community Shares' 2009-2010 fundraising campaign will run until March 31, 2010. For information on the groups funded or to make a donation, visit www.communityshares.ca.

About West Island Community Shares

West Island Community Shares provides crucial funding to 30 West Island community groups who deliver essential services to West Islanders in need. Its corporate partners include Pfizer Canada, Desjardins, Tenaquip Ltd., Avon Canada, Merck, Novartis Pharmaceuticals Canada Inc., Bromelin People Practices and Roxboro Excavation. Thanks to these corporate partners who help to cover administrative costs, 100% of donations received go back to the West Island community groups supported by Community Shares. Last April, a total of \$685,000 was distributed to 30 local community groups as a result of the 2008-2009 fundraising campaign. Since its inception, West Island Community Shares has raised and distributed more than \$4.5 million. For more information on West Island Community Shares and the groups it supports, visit www.communityshares.ca

Partage-Action de l'Ouest-de-l'Île

À l'écoute de notre communauté



West Island Community Shares

Helping Neighbours in Need

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