

RBC ANNOUNCES RBC ACCESS TO CARE AT CALGARY COUNSELLING CENTRE

Investment supports individuals who cannot afford to pay more than \$8 per counselling session.

CALGARY, March 8, 2017 – While many Albertans have been watching the price of oil since it dropped over two years ago, Calgary Counselling Centre has been tracking a different set of numbers. Since November of 2014, Calgary Counselling Centre has seen a 21 per cent increase in the number of requests for counselling, and a 41 per cent increase in the number of Calgary Counselling Centre clients who are unemployed.

In response to these numbers, we are pleased to share today the creation of RBC Access to Care at Calgary Counselling Centre. With their significant investment of \$50,000, RBC is helping to provide subsidized counselling to individuals who cannot afford to pay more than \$8 per counselling session.

“Given the current state of the economy, these numbers are not surprising. Our evidence-based measurement tells the story of how the economic downturn is creating increased rates of depression, anxiety and other mental health challenges in our community,” said Dr. Robbie Babins-Wagner, CEO of Calgary Counselling Centre. “With the creation of RBC Access to Care, we can help eliminate financial pressures, ensuring people get the help they need when they need it.”

Since 2008, Calgary Counselling Centre and RBC Foundation have been working together to establish mental health programs in the community.

“We are grateful to be in a position to support organizations like Calgary Counselling Centre, thanks to the trust our clients place in us each and every day,” says Jerilynn Daniels, Senior Manager, Community Investment and Marketing, RBC. “We hope that this funding will have a meaningful impact on the lives of Calgaryans in need of subsidized counselling services.”

About RBC:

Royal Bank of Canada is Canada’s largest bank, and one of 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, insurance, investor services and capital markets products and services on a global basis. We have over 80,000 full- and part-time employees who serve more than 16 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and 36 other countries. For more information, please visit <http://www.rbc.com/>.

RBC helps communities prosper, supporting a broad range of community initiatives through donations, community investments and employee volunteer activities. For more information please see: <http://www.rbc.com/community-sustainability/>.

About Calgary Counselling Centre:

Since 1962, Calgary Counselling Centre has been providing the most effective counselling services with the highest client results in the industry. As the preeminent research, training and knowledge-based counselling organization in Canada, the Centre offers counselling to all age groups in a variety of areas including depression, children’s programs, domestic abuse, eating disorders, separation/divorce, trauma and self-esteem. Through ongoing research and education programs, Calgary Counselling Centre is committed to meeting the changing needs of our community.

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For more information or to arrange an interview, please contact:

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