

FOR IMMEDIATE RELEASE:

Cycling BC, with its iRide Schools and Community program, has been named as the new official community partner of the RBC Granfondo Whistler.

The iRide Program provides cycling education to kids. Thanks to corporate sponsorship these programs are available free of charge to schools across the province.

With a \$25,000 commitment of financial support by RBC and the RBC Foundation, and the new community partnership with the RBC Granfondo Whistler, the Cycling BC iRide program will be able to reach an additional 1,000 kids each year including new Canadians and low-income families.

In September 2014 Cycling BC will begin establishing new iRide programs that reach from Vancouver all the way along the Sea to Sky corridor to Whistler B.C.

RBC will join existing major sponsors Haywood Capital, Rocky Mountain Chocolate Factory and Adera Development Corporation.

*“RBC is proud to lend its support to an important community-based initiative that focuses on the well-being of children and youth in B.C.,” said **Chris Oosthuizen**, Regional Manager and Director, RBC Wealth Management. “Something as simple as learning to safely ride a bike can lead to so many positive outcomes for these kids and their families. It’s all about being active and outdoors.”*

*“We are very proud to work with Cycling BC as our community partner,” said **Neil McKinnon**, co-founder of GranFondo Canada. “We share their goal of inspiring youth to develop their riding skills and make fitness a fundamental part of their life”.*

*“Cycling BC's iRide Program will help children throughout the province develop the knowledge, skills and positive attitudes necessary to live an active and healthy lifestyle through cycling. The benefits of iRide are endless. For example, children develop lifelong habits toward active living, contribute to a more sustainable environment and receive an introduction to the sport of cycling. Who knows, we may have a future Olympian as a result of a child taking part in iRide!” - **Dr. Stephen Berg**, Cycling BC Schools and Youth Manager.*

With a cycling safety and skills based curriculum written by Dr. Stephen Berg, a nationally recognized educator focusing on Physical Education, Health Education and Early Learning, Cycling BC is teaching kids the freedom and joy that comes with the simple act of riding a bike.

Please help Cycling BC get more kids on bikes by sharing the news about iRide and donating funds to help cover the cost of these iRide programs.

Make a donation and receive a tax receipt by contributing to the Cycling BC's Youth Development Fund - [goo.gl/VGMCY1](http://goo.gl/VGMCY1)

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## **About Cycling BC**

Founded in 1974, the Cycling British Columbia Not-For-Profit Society is responsible for the licensing and development of the sport of cycling, with its many disciplines, within British Columbia. With a strategic focus on the development of youth athletes Cycling BC has invested in the future of cycling as a sport by hiring Dr. Stephen Berg to develop a curriculum based schools program to increase the number of young children active on bikes.

## **About GranFondo Canada**

Founded in 2007, GranFondo Canada is an event management company committed to providing world class cycling experiences. GranFondo Canada's signature event is the annual RBC GranFondo Whistler, which sees thousands of participants ride traffic-free from Vancouver to Whistler on the Sea to Sky Highway. The fifth annual event takes place September 6th. For information visit: [www.granfondocanada.com](http://www.granfondocanada.com)

## **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 services, insurance, investor services and capital markets products and services on a global basis. We employ approximately 79,000 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 42 other countries. For more information, please visit [rbc.com](http://rbc.com).

RBC supports a broad range of community initiatives through donations, sponsorships and employee volunteer activities. In 2013, we contributed more than \$104 million to causes worldwide, including donations and community investments of more than \$69 million and \$35 million in sponsorships. Learn more at [www.rbc.com/community-sustainability](http://www.rbc.com/community-sustainability).