



RBC SUPPORTS INTERNATIONAL COASTAL CLEAN UP DAY 2013

Kingston, Jamaica, September 25, 2013: “No single organization or company can protect our water. It’s a responsibility shared by individuals, governments, industry and the agricultural sector, as well as community and not-for-profit groups. Across the globe, RBC has a longstanding commitment to environmental sustainability and working with diverse groups as an integral part of protecting our most precious natural resource.”

Barrington Watson, Market Head, Business Banking, RBC Royal Bank (Jamaica) Limited shared this message of support as more than 70 RBC volunteers, from all across the island, participated in the annual International Coastal Clean-up (ICC) Day on Saturday, September 21.

Over 2000 people turned up to assist in the beach clean-up at Fort Rocky, Palisadoes, made possible through the RBC Blue Water Project™ community grant awarded to the Jamaica Environment Trust (JET) on RBC Blue Water Day (June 14).

In support of JET’s request to have a green event, and as part of an overall commitment by the bank to reduce its own environmental footprint, RBC distributed reusable water bottles to the participants of ICC Day at Fort Rocky, Palisadoes in Kingston, Old Fort and Fishing Beaching, Downtown Savanna-La-Mar and the Old Hospital Beach site in Montego Bay.

“We are pleased that the Jamaica Environment Trust was able to realise its goal through the RBC Blue Water Project for this year’s International Coastal Clean-up Day,” Watson added.

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About the RBC Blue Water Project

The RBC Blue Water Project™ is an historic, wide-ranging, 10-year global commitment to help protect the world’s most precious natural resource: fresh water. Since 2007, RBC has pledged over \$36 million to more than 500 charitable organizations worldwide that protect watersheds and promote access to clean drinking water, with an additional \$6 million pledged to universities for water programs. In 2013-2014, the RBC Blue Water Project will focus on supporting initiatives that help protect water in towns, cities and urbanized areas. For further information, visit www.rbc.com/bluewater.



A rose among the thorns: RBC Volunteers Tennelle Leslie(left) and Carla Drummond (right) found a pumpkin patch growing amidst the debris at the Old Fort and Fishing Beaching in downtown, Savanna la Mar



RBC volunteers, Lavern Findlator (left) and Valrie Anson-Fagan (right) were assigned as litter wardens by the Jamaica Environment Trust on International Coastal Clean-up Day, September 21, at Fort Rocky, Palisadoes. The volunteers ensured that participants in the beach clean-up activities used the bins in the correct way by separating recyclable materials from other waste. RBC Royal Bank was a main sponsor of this year's ICC day in partnership with the Jamaica Environment Trust and the Tourism Enhancement Fund.



RBC volunteers take a break after collecting bags of debris from the Old Fort and Fishing Beach in Downtown, Savanna la mar.

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