



For Immediate Release  
September 11, 2006

## **RBC Hands Their Employees the Tools to Help Habitat for Humanity Canada**

### ***Royal Bank Financial Group Employees Volunteer across Canada to Build Affordable Housing through 'Leaders Build a Nation Campaign'***

**(Halifax NS)** – RBC Financial Group (RBC) through the RBC Foundation, today announced a donation of \$100,000 to Habitat for Humanity Canada for homebuilding initiatives across Canada, as part of the Leaders Build a Nation Campaign. Throughout September, RBC employees will also 'Adopt-a-Day' to volunteer on specified build sites in British Columbia, Alberta, Ontario, New Brunswick, Nova Scotia, and the Yukon.

On September 14th, 2006, RBC employees from the Metro Area branches together with Habitat for Humanity, Halifax-Dartmouth Affiliate will conduct a community build, at 212 Broom Road, beginning at 8:30.

"Habitat for Humanity Canada's Leaders Build a Nation Campaign gave us the opportunity to provide hands-on resources to support communities where our employees live and work," commented Tammy Holland, Regional Vice President for Metro Halifax Area RBC Royal Bank. "Our employees want to volunteer in their neighbourhoods, and we felt it was important to provide them with company time to support this important community project."

"With 1.7 million families living without adequate or affordable housing across Canada, every volunteer and community partner quite tangibly helps change peoples' lives", said David Hughes, president, Habitat for Humanity Canada. "RBC volunteers have been involved with community builds since 1998 and continue to give generously of their time to make a difference to the social conditions within their own communities."

Habitat for Humanity, Halifax-Dartmouth affiliate is part of Habitat for Humanity Canada and an ever-growing number of volunteers and community partners across the country — all of whom provide the leadership needed to solve the affordable housing crisis existing in Canada and abroad today. Together these leaders are building a nation of safer and healthier individuals who are free of poverty and are contributing to a more humane and sustainable world. Leaders

Building a Nation outlines the core philosophy, programs, goals and strategies that will guide Habitat for Humanity Canada towards its 25<sup>th</sup> anniversary in 2010.

RBC Financial Group (RBC) has been named Canada's Most Respected Corporation in the category of "Corporate Social Responsibility" for 11 consecutive years in the annual KPMG/Ipsos Reid poll. In addition to having one of the leading community care programs in Canada, RBC is a founding member of Imagine Canada, committed to donating at least one per cent of its annual net income before taxes to charitable causes. In 2005, RBC invested more than \$65 million in communities across North America, including \$40.6 million in donations to charitable organizations and \$25 million invested in sponsorships.

### **About Habitat for Humanity, Halifax-Dartmouth Affiliate**

Habitat for Humanity, Halifax-Dartmouth Affiliate is a community-based, non-profit, faith-based organization working for a world where everyone has a safe and decent place to live. Our mission is to mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty.

The organization, founded in 1992, is a member of Habitat for Humanity Canada and is part of a worldwide network that spans 100 countries, has built over 200,000 homes, and is now building a new home every 24 minutes. They are currently building three homes on Broom Road in the Forrest Hills Subdivision. The dedication ceremony will take place on Saturday September 30th at 1pm. For more information, please visit [www.habitathrm.com](http://www.habitathrm.com).

### **About RBC Financial Group**

Royal Bank of Canada (TSX, NYSE: RY) uses the initials RBC as a prefix for its businesses and operating subsidiaries, which operate under the master brand name of RBC Financial Group. Royal Bank of Canada is Canada's largest bank as measured by market capitalization and assets, and is one of North America's leading diversified financial services companies. It provides personal and commercial banking, wealth management services, insurance, corporate and investment banking, and transaction processing services on a global basis. The company employs approximately 70,000 full and part-time employees who serve more than 14 million personal, business and public sector clients through offices in North America and some 30 countries around the world. For more information, please visit [www.rbc.com](http://www.rbc.com).

- 30 -

For more information, please contact:  
Christine Leonard  
MAVERICK for Habitat for Humanity Canada  
416-640-5525, Ext. 236  
[christinel@maverickpr.com](mailto:christinel@maverickpr.com)