



RBC, City National Bank and WE Team Up to Empower Young Americans to Take Control of their Financial Futures

-The 50-stop It All Adds Up Speaking Engagement Series, made possible by RBC and City National Bank, will educate youth on the power of making smart everyday financial decisions –

(April 4, 2017) New York City, NY –Today, **RBC, City National Bank (CNB)** and **WE** mark Financial Literacy Month with the kickoff of the **It All Adds Up Speaking Engagement Series**. RBC and CNB are passionate champions of financial literacy, and together with WE will engage young people through the new speaking series, empowering them with the knowledge, skills and confidence to help shape their futures through financial proficiency. With the right tools and a little courage, students will be empowered to make sound financial decisions that will impact them, their community and the world. Throughout April and May, the 50-stop tour will visit schools across New York and California, providing them with the foundation and education to realize their potential and help them understand how to turn their future dreams into realities through smart financial decisions.

Financial literacy is more than just math; the speaking series will support youth as they develop the necessary personal finance skills through hands-on activities and relevant, real-world examples, helping to build their confidence as they navigate the world of personal finance. Youth that take part in the speaking series will walk away with financial readiness and develop a clear understanding how making smart everyday financial decisions can help build their future, as well as impact the world around them. Whether working on a fundraising event to make a positive difference in their community, or working towards post-secondary plans, young Americans will learn how to apply these new skills to their everyday lives and help bring their future action plans to fruition. Each It All Adds Up speaking stop will include,

- A motivational speech from WE Leadership speakers outlining how a strong understanding of personal finance can help young people impact social change through action;
- An interactive action planning workshop to help students build knowledge around financial literacy, develop leadership skills, and put their newly developed skills to the test by designing financial literacy action plans to help support social issues in their local communities;
- Coaching from local RBC and CNB financial experts on important financial skills, like setting financial goals, earning and saving, giving and spending responsibly

“It’s such a joy helping to educate students on how to manage their money and their lives more effectively,” said Mike Cahill, executive vice president and general counsel of City National Bank. “Partnering with RBC and WE to present It All Adds Up will help us all engage powerfully with many students on the value and importance of financial literacy as a necessary life skill in achieving success in their lives. City National and RBC have a long history supporting the communities in which we live and work and our financial literacy efforts in the United States are very important to us,” he said. City National founded its own financial literacy program, called Dollars+Sense eight years ago, and more than 500 City National colleagues have taught the curriculum in 250 schools, donating 14,000 volunteer hours.

To complement the speaking series, RBC and CNB are also partnering with WE for a national financial literacy curriculum. It All Adds Up curriculum is a free, unique resource created for teachers that brings the financial world into the classroom and engages students to learn about the importance of understanding their personal finances. The program includes a variety of topics and practical lessons about managing financials, including money basics and how to spend and save in today’s digital, cashless society. It All Adds Up curriculum is part of [WE Schools](#), a service learning program that prepares students with life skills to help them better the world and empower them to forge their own paths to success. Created by teachers throughout the United States to ensure alignment with Common Core state standards, the free curriculum is now available at WE.org/weschools.

“We are proud to partner with RBC and CNB and excited to help educate young Americans about the importance of financial responsibility, helping them to take control of their futures,” said Craig Kielburger, co-founder of WE. “The speaking series and curriculum will provide youth with the tools, confidence and financial



know-how to dream big. Being financially literate is incredibly important and valuable knowledge for young people as they grow into their roles as leaders in their communities and beyond.”

RBC and CNB are presenting level sponsors of the WE Day in California and New York. WE Day is a series of inspiring stadium-sized life-changing events that take place around the world, uniting world-renowned speakers and award-winning performers with thousands of young people to celebrate and inspire social change. Thanks to the ongoing support of partners like RBC and CNB, students are able to attend the event free of charge, inspiring the next generation of change makers to celebrate their year of service and take their actions further.

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About WE

WE is an organization that brings people together and gives them the tools to change the world. A unique family of organizations, WE is made up of WE Charity, empowering change with resources that create sustainable impact, and ME to WE, a social enterprise that creates socially conscious products and experiences that allow people to do good through their everyday choices. The celebration of that change happens at WE Day – inspiring stadium-sized life-changing events that take place around the world. A global movement of 2.4 million young people strong, youth involved with WE have raised \$79 million for more than 6,500 local and global organizations, volunteered 27.6 million hours for local and global causes and collected over 9.8 million pounds of food through service learning programs and campaigns. WE was founded more than 20 years ago by humanitarians, activists and social entrepreneurs, brothers Craig and Marc Kielburger. Join the WE movement today at www.we.org.

About City National

With \$45.1 billion in assets, City National Bank provides banking, investment and trust services through 72 offices, including 16 full-service regional centers, in Southern California, the San Francisco Bay Area, Nevada, New York City, Nashville and Atlanta. In addition, the company and its investment affiliates manage or administer \$55.5 billion in client investment assets.

City National is a subsidiary of Royal Bank of Canada (RBC), one of North America’s leading diversified financial services companies. RBC serves more than 16 million personal, business, public sector and institutional clients through offices in Canada, the United States and 35 other countries. For more information about City National, visit the company’s website at cnb.com.

About RBC

www.rbc.com/we

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