

MEDIA INVITATION

RBC AND THE RETAIL COUNCIL OF CANADA TO RELEASE REPORT ON SUSTAINABILITY ISSUES FACING CANADA'S RETAIL SECTOR

VANCOUVER, March 12, 2012 – RBC and the Retail Council of Canada (RCC) will be announcing the launch of a new report, *Re-envisioning Retail: Creating business value while leading the way towards more sustainable living*, on March 15, 2012 at GLOBE 2012 Conference and Trade Fair, an internationally renowned conference focused on business and the environment.

WHAT: RBC and RCC will discuss findings from the report, which looks at the top sustainability issues facing Canada's retail companies and how leading companies have realized incredible value from active and transparent collaboration with stakeholders along their supply chains. **Copies of the report will be available.**

WHO:

- Andrea Bolger, head, Business Financial Services, RBC
- Diane Brisebois, president and CEO, Retail Council of Canada
- Tyler Elm, vice-president, Corporate Strategy and Business Sustainability, Canadian Tire
- Clint Mahlman, senior vice-president and COO, London Drugs

WHERE: GLOBE 2012 - Trade Fair Floor
(In front of the GLOBE Foundation Booth, #1021)
Vancouver Convention Centre
1055 Canada Place (East Building)
Vancouver, BC
V6C 0C3

WHEN: Thursday, March 15, 2012
Press Conference: 11:00 am – 11:15

MEDIA ACCREDITATION

Media pre-accreditation is required for access to the Trade Fair. Members of the media are encouraged to pre-accredit at <http://2012.globeseries.com/media.aspx> or email rebecca@LBMG.ca.

For further information:

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