

## MEDIA RELEASE

December 1, 2011



Boys & Girls Clubs



Big Brothers Big Sisters

Boys & Girls Clubs • Big Brothers Big Sisters  
of Edmonton & Area

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### Boys & Girls Clubs Big Brothers Big Sisters to Receive Major Gift From Canadian Western Bank's **Greater Interest GIC®** Campaign

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Edmonton, December 1, 2011. On Tuesday, December 6<sup>th</sup>, members of Canadian Western Bank (CWB) will present a cheque to the Board of Directors of Boys & Girls Clubs Big Brothers Big Sisters of Edmonton (BGCBigs) in excess of \$73,000.

Funds were raised through an innovative national campaign started by CWB in 2008. During the campaign, based on every dollar clients invested in *The Greater Interest GIC®*, CWB made a donation of 1/8% to BGCBigs. Across Western Canada, local Big Brothers Big Sisters organizations will receive similar donations totaling more than \$215,000.

"CWB has been a strong supporter of the work done in this community for children and youth," says Liz O'Neill, Executive Director of BGCBigs. "We are honoured that they and members of the community who selected *The Greater Interest GIC®* in support of this fundraising effort, have bestowed us with this incredible investment in kids."

Angela Saveroux, CWB's Community Investment Manager adds, "what started as a unique way of giving back to local Big Brothers Big Sisters organizations has grown into an integrated partnership; in fact, many of our employees commit their time year-round as volunteer mentors."

**Members of the media are invited to attend this special cheque presentation on Tuesday, December 6 at 6:30 PM at the Riverdale office of BGCBigs (10135 89 Street).**

For further information, please contact:

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