

MEDIA RELEASE



For Immediate Release

Arts Commons and the Royal Bank of Canada Announce the RBC Newcomers Accessibility Program

CALGARY – October 22, 2024 – Arts Commons is thrilled to announce the strengthening of the longstanding relationship with the Royal Bank of Canada with their commitment of support to the new **RBC Newcomers Accessibility Program**. This sponsorship will create opportunities for 1400 newcomers to Canada to be a community participant by experiencing live performances and cultural events.

A sponsor of Arts Commons since 2011, the Royal Bank of Canada has supported numerous professional development and programming priorities, most recently the nearly 300 artists through the RBC Emerging Visual Artists Program (RBC EVAP). Among many other successes, two RBC EVAP alumni, Michele Ku and Rawry & Pohly, are currently featured on the [Art Bus: Connecting Communities with Public Art](#). The RBC EVAP creates a bridge, allowing emerging artists to transition into a professional career, not only retaining creative talent in our city, but bolstering those artists to be successful in their chosen medium.

“This new initiative is an exciting next step in our relationship with the Royal Bank of Canada. Both RBC and Arts Commons believe that equitable access to the arts is a human right,” says Greg Epton, VP & Chief Advancement Officer at Arts Commons. *“We are thrilled to partner with RBC and the Institute for Canadian Citizenship to foster and promote the successful integration of newcomers to our community.”*

The RBC Newcomers Accessibility Program is being launched to respond to the pressure of successful integration of newcomers that is being felt in Alberta. Last year alone, a record of over 200,000 people moved to Alberta. Whether newcomers have long-term or medium-term intentions of staying in Canada, their successful integration into our community while living here is essential. The RBC Newcomers Accessibility Program will provide the opportunity for a total of 1400 newcomers to access concerts and events at Arts Commons over the course of the 2024-25 season including the signature series of Arts Commons Presents BD&P World Stage, Classic Albums Live, and National Geographic Live.

“At RBC, we’re committed to helping newcomers achieve economic prosperity and a deeper sense of belonging,” says Jerilynn Daniels, Regional Director Community Marketing & Citizenship for RBC in Alberta and the Territories. *“Through our support of Arts Commons and the RBC Newcomer Accessibility Program, we are excited to provide newcomers with an avenue that allows them to connect with their new community, expand their network, and explore the vibrant art scene that Calgary has to offer.”*

This investment from RBC supports Arts Commons’ participation in the Institute for Canadian Citizenship’s Canoo program, which gives newcomers free and discounted admission to over 2000 of Canada’s best culture and nature experiences, including many at Arts Commons. You can learn more at artscommons.ca/access-pass.

For media inquiries, high resolution images, or more information contact:

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Arts Commons is the steward of Western Canada's largest arts centre, and the artistic and civic cornerstone of Calgary's downtown core. For nearly 40 years, it has been a key contributor to the social, economic, cultural, and intellectual life and well-being of Calgarians. It is home to six resident companies, including Alberta Theatre Projects, Arts Commons Presents, Calgary Philharmonic Orchestra, Downstage, One Yellow Rabbit, and Theatre Calgary. It houses six gallery spaces, five theatres, and the Jack Singer Concert Hall, and promotes local, national, international, emerging and established artists with a focus on championing inclusion and reconciliation, ensuring the arts' rightful place at the centre of civic life. In 2024, Arts Commons will be breaking ground on the Arts Commons Transformation project, the single largest cultural infrastructure in Canadian history.

Royal Bank of Canada is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 98,000+ employees who leverage their imaginations and insights to bring our vision, values and strategy to life so we can help our clients thrive and communities prosper. As Canada's biggest bank and one of the largest in the world, based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our more than 18 million clients in Canada, the U.S. and 27 other countries. Learn more at [rbc.com](https://www.rbc.com). We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities.