

**RBC invites participants around the world to experience reimagined,  
virtual Race for the Kids event**

**A new mobile app will keep participants connected as they run, walk, or roll in support of  
35 youth-focused charities in 19 countries**



**Luxembourg, August 23, 2021** — Due to the ongoing impacts of COVID-19, RBC Race for the Kids will return as a global, virtual format for an event weekend on October 16-17, 2021. The event, organised by the Luxembourg Red Cross and Royal Bank of Canada (RBC) will take place in aid of the Kannerhaus Jean Therapy Centre. Registration is now open!

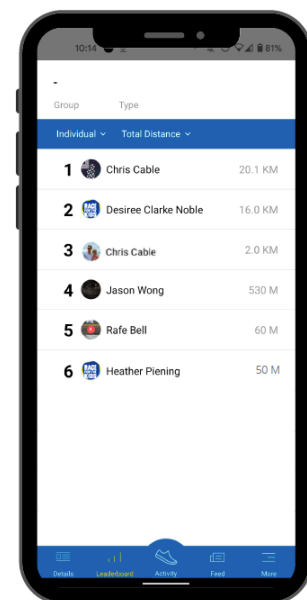
At the onset of the COVID-19 pandemic, RBC proactively pivoted its long-running RBC Race for the Kids event series to a global, virtual format – ensuring it could continue to support young people around the globe while facing necessary restrictions for public gatherings. As a result, \$8.8 million was raised by over 33,000 participants in 2020, benefiting dozens of youth-focused charity partners whose supports and services were needed more than ever.

**A new way to race**

RBC Race for the Kids is open to all, regardless of geography, age, or fitness ability. Participants can register for free on [rbcraceforthekids.com](https://rbcraceforthekids.com) – an integrated registration and fundraising platform providing a seamless experience.

New for 2021, RBC Race for the Kids participants will experience the event weekend through a mobile app. After registering, participants can download the app to begin engaging with its many exciting, interactive features, including:

- Selecting a pre-determined distance to complete in their local community (with no set routes). Based on their chosen distance, the app will share a series of audio cues during the event to encourage and excite participants towards their personal finish line.
- Choosing the most convenient method of recording their activity: through the integrated, in-app tracker or by linking to a wearable fitness device.
- Tracking training kilometers/miles, competing against individuals or teams to climb leaderboards, and following their peers' training activity.



- Recording their event performance and sharing their route map/photos within the app event feed – or posting to their personal social media channels.
- Unlocking the app’s augmented-reality lens to use face filters and digital medals during and after completing their event – which can also be posted to their personal social media channels.

Participants are encouraged to complete their run, walk, or roll independently or with family members and friends, while observing local public health advice and government guidelines.

Prior to 2020, RBC Race for the Kids events took place in 17 physical locations, including: Bahamas, Barbados, Calgary, Chicago, Hong Kong, Jersey, Kuala Lumpur, London, Montreal, New York, Ottawa, Seattle, St. Paul, Sydney, Toronto, Trinidad & Tobago, and Vancouver. To date, the series has seen over 290,000 participants who have collectively raised more than \$65 million.

To learn more about RBC Race for the Kids, its charity partners, or the virtual event experience, visit: [rbcraceforthekids.com](http://rbcraceforthekids.com).

### **About the Luxembourg Red Cross**

The mission of the Luxembourg Red Cross is to ‘improve the living conditions of the most vulnerable elements in society.’ Thousands of volunteers and over 2,500 professionals make it a major player in the areas of health, youth, social work and humanitarian action.

The Luxembourg Red Cross is involved in a variety of activities, such as: emergency international humanitarian help, home care, blood transfusion, rehabilitation, welcoming of elderly or dependent people to day care homes, social assistance, welcoming of migrants and refugees, individual help to people in difficulty, transition homes, youth homes and socio-therapy services. For more information please consult the site [www.croix-rouge.lu](http://www.croix-rouge.lu).

The Kannerhaus Jean Therapeutic Centre is dedicated to families who are going through difficult circumstances and whose children are showing signs of behavioural or emotional problems as a result of mental suffering. Kannerhaus Jean welcomes each child or young person with esteem, kindness and compassion and offers high quality guidance for positive long-lasting changes. The Centre accompanies families in their search for solutions and helps them to put these into practice.

### **About RBC**

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 86,000+ 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 17 million clients in Canada, the U.S. and 27 other countries. Learn more at [rbc.com](http://rbc.com).

We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at [rbc.com/community-social-impact](http://rbc.com/community-social-impact).

**For more information, please contact:**

**Caroline Gateau**

+ 352 621 354 251

[Caroline.Gateau@rbc.com](mailto:Caroline.Gateau@rbc.com)

**Vincent Ruck**

+352 27 55-2122

[vincent.ruck@croix-rouge.lu](mailto:vincent.ruck@croix-rouge.lu)