



City of Stratford joins *Canada United* to support local businesses and accelerate small business recovery

Created by RBC in collaboration with the national network of Chambers of Commerce and over 50 corporate partners with Stratford's Economic Recovery Task Force to support local businesses as part of the nationwide movement

July 22, 2020 (Stratford) – The City of Stratford announced today it is joining *Canada United*, a national movement to support local businesses in communities across the country. As part of the movement, RBC has brought together more than 50 of Canada's leading brands, Business Associations and the national Chamber network to rally Canadians to “show local some love” by buying, dining and shopping local.

City of Stratford Mayor Dan Mathieson said “*Small business is the heartbeat of Stratford and our citizens have always shown a consistent and unwavering loyalty and dedication to our many entrepreneurs. We're as famous for our shops, dining, hotels and coffee as we are for our theatre and this program will help our many essential local businesses rebound and thrive.*”

Canadians are invited to join the *Canada United* movement by buying and dining local, including celebrating and supporting local businesses during the *Canada United* Weekend from August 28 to 30, 2020.

Canadians are also encouraged to watch the *Canada United* videos online at GoCanadaUnited.ca, like posts from @GoCanadaUnited on social media and use #CanadaUnited to demonstrate their support. For each of these actions until August 31, 2020, RBC will contribute 5 cents up to a maximum contribution amount of \$2 million to the new *Canada United* Small Business Relief Fund, while working with government and corporate partners to source additional contributions to the fund during the course of the campaign. The Fund will provide small businesses with grants of up to \$5,000 to cover expenses related to personal protective equipment (PPE) renovations to accommodate re-opening guidelines and developing or improving e-commerce capabilities.

Small Canadian businesses across the country will be able to apply for up to \$5,000 in grant funding. The program intends to support small Canadian businesses of all kinds from across the country. The *Canada United* Small Business Relief Fund will be administered by the Ontario Chamber of Commerce on behalf of the national Chamber network. Small business owners who are interested in the program can visit www.GoCanadaUnited.ca to learn more about grant application details, including eligibility criteria, and to apply.

“We are excited to welcome the City of Stratford to *Canada United* to help local businesses and Canada's economy come back strong,” said Neil McLaughlin, Group Head, Personal & Commercial Banking, Royal Bank of Canada. “*Canada United* was created to kick-start an economic rebound by rallying consumers to give local businesses the support they need to re-open during these uncertain times. By bringing together government, business associations and corporate Canada, we are looking to start a movement to get Canadians to buy local and support businesses across the country. We are genuinely excited by the energy all of our partners are bringing to this effort.”

“If there has been one silver lining in all the tragedy and sacrifices of the current crisis, it has been the spirit of collaboration and unity of purpose that has been evident between levels of government, across provinces and across sectors,” said Rocco Rossi, President and CEO, Ontario Chamber of Commerce. “We are calling on that same unity of purpose with *Canada United*. Small, local businesses are the heart of our communities, our Main Streets and our economy. Together, it is time to show local some love.”

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About investStratford

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven www.investStratford.com

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 84,000+ employees who 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 34 other countries. Learn more at 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.

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