



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Wednesday, December 9, 2020

RSM CANADA BIRDIES FOR LOVE CAMPAIGN RAISES OVER \$23,000 IN SUPPORT OF BOYS AND GIRLS CLUB.

Red Deer, AB – Employees from the local office of RSM Canada recently presented the Boys and Girls Club with a cheque in the amount of \$23,273 in support of our community-based programs. The funds were raised through the Birdies for Love campaign conducted throughout the months of September and October. This was an employee-driven campaign that raised the funds through a variety of creative fundraising activities. Funds raised were also matched through the RSM Foundation.

“Thank you to the creative, enthusiastic and passionate team at RSM Canada for driving the success of this campaign. It has been a challenging year for the Boys and Girls Club due to COVID-19. These funds will help to ensure that the Boys and Girls Club is able to continue to provide the programs and services to the children and families we serve.” states Rob Lewis, Executive Director, Youth HQ.

RSM statement of corporate responsibility - At RSM, we live our core value of stewardship through our commitment to operating in a socially and environmentally responsible manner and by giving back to the communities where we live and work. Throughout the year, our firm, local offices and professionals support charitable causes through events and programs that align with our mission to build tomorrow’s middle market leaders.

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About Boys & Girls Club of Red Deer and District

Boys and Girls Club provides fun after school and out-of-school programs and activities to give young people the opportunities to develop their potential and achieve their dreams. As youth develop positive, healthy relationships with peers, role models and family members, they can become the best versions of themselves and develop into the leaders of tomorrow. Boys and Girls Club of Red Deer & District was started in 1983, and currently serves over 900 youth in 12 communities around central Alberta.

About Youth HQ

Youth HQ empowers youth by fostering a community of support. Our network seeks to instill young people with confidence in their unique identities and abilities, providing them with skills for life through knowledge, healthy relationships, and quality experiences while providing safe environments to learn and grow. Youth HQ coordinates programming for Big Brothers Big Sisters of Red Deer & District and Boys & Girls Club of Red Deer & District, offering numerous programs and services that support children, youth and families.

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