

February 6, 2013

***HSBC School Visits Programs* to transform the Royal BC Museum
into an interactive classroom for more than 15,000 BC students this year**

Victoria, BC – The Royal BC Museum is expanding its learning programs and giving more elementary students from across the province the opportunity to participate, thanks to a \$120,000 donation to be made over three years from HSBC Bank Canada.

“The *HSBC School Visits Programs* transform the museum into an interactive classroom where young people explore our province’s history and the world around them,” said Royal BC Museum Chief Executive Officer Professor Jack Lohman.

HSBC Bank Canada’s support will make trips to the museum more affordable for school groups by reducing the cost of each learning program visit to \$10 per class. Funds will also go to improving the educational resources available to teachers organizing self-guided visits.

“At HSBC, we seek to open doors of opportunity for young people through support of educational programs in the communities we serve,” said Jocelyn Hsiung, Head of Branch Network for British Columbia, HSBC Bank Canada. “We are delighted that the *HSBC School Visits Programs* will welcome more than 15,000 students to the Royal BC Museum this year to enjoy unique, hands-on learning experiences.”

The expanded *HSBC School Visits Programs* are part of a larger initiative now underway by the Royal BC Museum to revitalize its learning programs for youth, adults and families.

“We are building a future where learning is at the heart of every interaction we have with our visitors, whether on site, online or through our expanding outreach programs across the province,” said Janet MacDonald, Head of Learning at the Royal BC Museum.

Teachers can select the topic for their class visit from eight specially-designed education programs created and led by Royal BC Museum educators.

For example, students in grades K-2 can learn how wolves communicate and adapt to their environment, and their importance to the First Nations of BC.

Grade 4 students can explore the causes and consequences of climate change or follow the clues from archaeological digs in BC to discover how First Peoples made tools to produce everything they needed.

To book a visit and for more information on the HSBC School Visits Programs, check out www.royalbcmuseum.bc.ca

About the Royal BC Museum

As the provincial museum and archives, the Royal BC Museum preserves and shares the stories of British Columbia – on-site, off-site and online – through its research, collections, exhibitions, publications and educational programs. Its two-hectare cultural precinct in Victoria also includes a number of historically significant buildings and First Nations sites.

About HSBC Bank Canada

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, is the leading international bank in Canada. With around 6,900 offices in over 80 countries and territories and assets of US\$2,721bn at 30 September 2012, the HSBC Group is one of the world's largest banking and financial services organizations.

-30-

Media Contacts:

Royal BC Museum Media Inquiries
250-387-3207
news@royalbcmuseum.bc.ca

HSBC Bank Canada
604-641-1905
aurora.f.bonin@hsbc.ca