



28 June 2017

HSBC donates \$1 million to Breakfast Club of Canada in celebration of Canada's 150th

In celebration of Canada's 150th anniversary this year, HSBC Bank Canada is donating \$1 million to Breakfast Club of Canada for breakfast programs in Vancouver, Calgary, Saskatoon, Toronto and Montreal to benefit 4,500 youth each year for the next three years (2017-20).

"While Canada is one of the best countries in the world to live and work, it's hard to believe that one in five Canadian children are currently at risk of going to school on an empty stomach," **said Daniel Germain, President and Founder of Breakfast Club of Canada.** "This latest commitment from HSBC is significant, and together, we can create a lasting impact for our future generations to ensure Canada always celebrates its most value resource: our children."

In addition, 50 school kitchens will be equipped to prepare healthy breakfasts, and HSBC employees across the country will continue to participate in Breakfast Club of Canada's 'Adopt a School' volunteer program.

"For over 150 years we have been helping customers and communities throughout the world achieve their ambitions, and so to mark Canada's own momentous milestone we want to support those young and growing Canadians who will shape our country's next 150 years," **said Sandra Stuart, President and CEO, HSBC Bank Canada.** "HSBC and Breakfast Club of Canada share a passion for helping youth reach their full potential, and together we'll be able to help more than 4,500 youth access healthy breakfasts so they can fuel their minds, bodies and dreams for the future."

To learn more about Breakfast Club of Canada programs, visit:
www.breakfastclubcanada.org

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Notes to editors:

1) About Breakfast Club of Canada

Breakfast Club of Canada is a non-profit organization that provides funding, equipment, training and support to school breakfast programs across the country. We are dedicated to making sure every child starts their day with a meal, helping them thrive at school, and in their community. Founded in Quebec in 1994, Breakfast Club of Canada began to fund and support school breakfast programs nationwide in 2005.

2) About HSBC Bank Canada

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, is the leading international bank in the country. We help companies and individuals across Canada to do business and manage their finances internationally through three global business lines: Commercial Banking, Global Banking and Markets, and Retail Banking and Wealth Management. HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London.

The Group serves customers worldwide from around 4,000 offices in 70 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,416bn at 31 March 2017, HSBC is one of the world's largest banking and financial services organizations. For more information visit www.hsbc.ca or follow us on Twitter @HSBC_CA or Facebook @HSBCCanada.

3) Photo caption: HSBC's new \$1 million donation will help Breakfast Club of Canada serve more than 4,500 children and youth each year for the next three years (2017-20).

