



## **City of Halifax and RBC make huge donations to the reDiscovery Campaign Public asked to beelieve in the New Discovery Centre**

**(Halifax, NS, October 17, 2014)** – The Discovery Centre’s reDiscovery Capital Campaign to build a new venue in the Nova Scotia Power Building on the Halifax waterfront got an incredible boost today thanks to the City of Halifax and RBC.

Halifax Regional Municipality, through Mayor Savage, publicly announced their \$2Million contribution to the Capital Campaign after City Council approved the grant request earlier this year.

“The New Discovery Centre is exactly what Halifax needs,” said Mayor Savage. “It’s a bold, ambitious and dynamic new piece of the puzzle in downtown Halifax, and one that we know will be an iconic draw not just here but across the region. Halifax is proud to be home to the Discovery Centre.”

And as part of RBC’s Kids and Youth Pledge to help kids and youth across Canada achieve their full potential, RBC announced a \$1Million gift as the naming rights sponsor of the Kids Gallery in the New Discovery Centre.

“All kids have dreams and aspirations for today and for the future – at RBC we call these Someday moments. Our focus on helping youth achieve their Someday aligned perfectly with the goals of the Discovery Centre,” said Roger Howard, Regional President, Atlantic, RBC. “The RBC Kids Gallery will help instill essential life skills like science, math, financial literacy and physical movement, all while having fun. Because when you’re a kid, having fun should be at the root of everything, and the Discovery Centre knows this better than anyone!”

A number of other significant gifts were announced today as well, including \$200,000 donations each from Sobeys Inc. and the Sobey Foundation, CIBC, The Keating Family and The McCain Foundation.

“Today’s announcements bring the Campaign total to over \$16.1 Million,” said Ian Wilson, the Chair of the reDiscovery Cabinet and President of Wilsons. “This represents over 80% of our \$20 Million goal, which is a tremendous milestone for us and we can’t thank our public and private donors enough.”

The City of Halifax and RBC join Founding Partner Nova Scotia Power along with the Province of Nova Scotia, the Government of Canada, Medavie Health Foundation and Wilsons as high-profile Campaign supporters.

The buzz in the room was palatable as Public Campaign Chair Andrew Doyle also launched the public portion of the Campaign - *beelieve*. Likening itself to a honeybee in search of a new home, or hive, the Discovery Centre is now asking the public’s help in raising the final \$3.9 Million of the Campaign.

The public can view renderings of the New Centre, learn more about the Campaign and make a donation at [beelieve.ca](http://beelieve.ca)

**About the Discovery Centre**

Discovery Centre, a 29-year-old non-profit charitable organization, stimulates interest, enjoyment and understanding of science and technology through innovative, hands-on experiences for visitors.

**About the reDiscovery Campaign**

The reDiscovery Campaign seeks to raise \$20 million to build a new, unique, state-of-the-art Discovery Centre in the Nova Scotia Power Building on the Halifax waterfront.

For more information, please contact:

Renée Fournier

Director, Capital Campaign & Communications

Discovery Centre

E: [rfournier@thediscoverycentre.ca](mailto:rfournier@thediscoverycentre.ca)

C: 902-229-2483