



Remarks by Darren Entwistle | President and CEO, TELUS

TELUS Atlantic Canada Community Board Launch
Tuesday, March 31, 2009

Thank you very much, Karen. Good evening and welcome to all of you. We really appreciate you being here.

It is indeed a wonderful privilege for me to be here with so many friends and so many partners for the launch of our ninth, yes our ninth, TELUS Community Board, a board which will serve Nova Scotia, Newfoundland and Labrador, it will serve Prince Edward Island, and it will serve New Brunswick.

This is indeed a special day, and I am proud to say that with today's launch, we now have a fully realised national strategy with our portfolio of community boards across this great country.

TELUS Community Boards really do span the coast-to-coast of our country, with boards in Victoria, Vancouver, Edmonton, Calgary, Toronto, Ottawa, Montreal, Rimouski and now here, in Atlantic Canada.

TELUS believes in our hearts, we believe fervently as a company, and as team members within a company, that if you are going to do well in business, you must do 'good' in the communities where you live, work and serve and that is why we are absolutely passionately committed to our philosophy of giving. What a way to make the future friendly.

It is a simple message and it is clear and it is engaging. It is a philosophy that says: "we give, where we live" and we take that to heart.

It is also a testament to our commitment to invest in our communities with a focus on three critical areas of giving: firstly, arts and culture, secondly, education and sport, and thirdly, health and well-being within our environment.

It also reflects our focus on young people, and using our technology to create a better tomorrow for all of us, and a better world to live in, particularly for those young people that are less advantaged than ourselves; the young people who will carry the mantle of responsibility of this great nation into the future.



In Atlantic Canada, where more than 100 TELUS team members live, work and serve, our team contributes to a variety of charities, non-profit organisations and local partnerships. Local partnerships that include:

- The Heart and Stroke Foundation of Nova Scotia;
- The Janeway Children's Hospital Foundation in Newfoundland; and yes, the
- Mount Allison University in New Brunswick.

However, we strive to do more and we will do more.

In our efforts to further meet the specific needs of our communities...and to be a good neighbour – it is as simple as that, even in this tough economic environment, to be a good neighbour and do the right thing consistently, even when it is slightly inconvenient – we have developed our innovative community board strategy to embrace and embody what we want to do from a philanthropy perspective.

It is a legacy of giving that we want to leave for the benefit of this country, and our citizens.

These boards bring together community leaders with TELUS team members to ensure that our support goes to grassroots, local charities — grassroots, local charities that frequently cannot tap into corporate funding, or don't know how to tap into corporate funding, but could benefit so greatly because they are positioned to make a difference in society. Sometimes it is the cumulative impact of the small things that really does change the world around us, and deliver those distinct societal benefits.

Since their inception, not long ago at all, TELUS' Community Boards have allocated \$17 million dollars to local charities and non-profit organisations, and supported 1,200 community projects across this country. In 2009, we are doing it again, and we are going to commit a further \$4.1 million dollars towards our goals.

It gives me great pleasure to acknowledge the remarkable leadership role that General Rick Hillier has played in bringing the TELUS Atlantic Community Board to fruition. Born and raised in Newfoundland, his passion for the well-being of the communities and the citizens of this region is absolutely inspirational and it is unsurpassed.

“Sometimes it is the cumulative impact of the small things that really does change the world around us, and deliver those distinct societal benefits.”

—Darren Entwistle



Renowned for his long and accomplished service in the Canadian Armed Forces, General Hillier is without a doubt, one of the most respected and influential public figures in this country. In 2009, for the remainder of this year as a start, General Hillier and the esteemed members of the TELUS Atlantic Canada Community Board will allocate \$300,000 to benefit the citizens and the communities of the four provinces of this region.

Together, through rich leadership, through the leadership of the Community Board and the great individuals that we have on it, they will provide the insight, the local knowledge and know-how and connectivity, and the passion and inspiration to determine where and how we can invest our resources so that we actually optimise the benefits to the community.

Together, they will help us determine if we are truly being successful in creating the benefits that we mutually envision.

Together, they will help us secure additional partners in order to optimise the good that we seek to achieve, as team members and as human beings.

Indeed, the partnership between TELUS and the TELUS Atlantic Canada Community Board will enable a new era of support in this region. This support will build upon the strong and longstanding philanthropic tradition that is so evident, and remarkable about this part of our country and demonstrated by the people in this room tonight.

Moreover, our support will add to the volunteerism spirit that continues to enrich this proud legacy.

The community boards are but one pillar of our national charitable investment strategy; we call it, Team TELUS Cares. We are also demonstrating our passion for social prosperity through team member giving and by having our team members volunteer, give their time, sometimes the most valuable thing that people have to give.

We are a team of 36,000 people across this country, and when you combine that with the fact that we have 16,000 retirees, 52,000 people in total, just imagine the impact that we can make as a collective when we give with our hearts, our minds, and our disposable time, and that of families as well.

Indeed, over the last eight years, TELUS, our team members and our retirees have demonstrated our philosophy to 'give, where we live', putting that philosophy in action by contributing more than \$135 million dollars to charitable organisations across Canada and perhaps more importantly, volunteering 2.6 million hours of our time.



In 2009 alone, we will invest \$700,000 dollars in Atlantic Canada through our community board funding, local sponsorship and community driven initiatives.

I am indeed, truly blessed and honoured to be part of a company that measures success not only by profitable returns, and this is never more true than in the day and age that we find ourselves, but also a company that places so much emphasis in terms of the contribution that we make to society and the betterment of the future for all of our citizens.

TELUS is also striving to improve the lives of Canadians through our endeavours and the focus that we place on health care.

Despite massive investment, and I think people in this room know it, Canada's health care system is in the midst of a challenge of historical proportions and it is impacting the life of every single Canadian. And we have to answer this challenge because it is not going away.

How are we going to answer the challenge? With a clear transformation agenda that includes:

- Delivering critical health information to the point of patient care. How?
- By bringing clinical expertise to rural communities, which does really reflect the composite of the demography of Canada; and
- Finally by shifting the focus by using technology, shifting the focus from the remediation of disease to the prevention of disease in the first place.

We will make a difference in Canadian health care. You have my word on that and we will not be denied. More than any other, our solutions, applications and technology infrastructure will transform health care for the benefit of current and future generations in our country.

Our healthcare focus also extends to dedicating the hearts, minds and efforts of our team members to realise a breakthrough and put an end to chronic disease illness. That is why we are committed to finding a cure for juvenile diabetes.

Juvenile diabetes or Type 1 diabetes is a disease that impacts the lives of 200,000 Canadians, many of them young people. Right here in Atlantic Canada, Newfoundland and Labrador have one of the highest incidences of Type 1 diabetes in the world.

Through our partnership with the Juvenile Diabetes Research Foundation, TELUS is investing \$1.2 million dollars over the next three years and importantly, applying our considerable expertise in health care technologies to help drive research, Canadian-based research, to put an end to this devastating disease.



“The entire TELUS team and all of our Community Boards, including the one right here in Atlantic Canada, stand behind this goal and we will deliver against it, I promise you.”
—Darren Entwistle

Acting with our feet and not just our minds and our hearts, we also undertook the sponsorship of the TELUS Walk to Cure Diabetes, which took place last year in more than 60 communities across this country, including Halifax, Moncton, St. John and St. John’s.

Team members, alumni, friends and family members raised in excess of \$525,000, which TELUS matched every dollar for dollar, bringing the total to \$1 million dollars invested as just the start in finding the cure for juvenile diabetes.

In total, 45,000 Canadians participated in the TELUS Walk to Cure Diabetes, absolutely phenomenal, and collectively, we raised \$8 million dollars. What an achievement.

Treatment options, and we know this, because we are driving the research, thankfully are indeed getting better and science, science in Canada, is on the cusp of finding a cure, putting this disease in the rearview mirror. The entire TELUS team and all of our Community Boards, including the one right here in Atlantic Canada, stand behind this goal and we will deliver against it, I promise you.

I would like to extend a warm welcome and acknowledge two people that we have here with us this evening.

Marilyn Holm, the Atlantic regional manager for JDRF; and Ramona Randell, JDRF’s fundraising coordinator, both of whom we are lucky to have here with us tonight.

I would now like to invite General Rick Hillier to the stage to share in his own words, which are always very inspirational, the importance of investing in our communities and the difference that the TELUS Atlantic Canada Community Board is going to make, under his stalwart leadership and vision.

