



Remarks by Darren Entwistle | President and CEO, TELUS

Jeneece Place/Queen Alexandra Foundation for Children Launch
Wednesday, July 29, 2009

Thank you very much, Brian, Len and Brad and good morning to all of you and thank you so much for being here with us on such a fantastic day.

Today, we are joined by an absolutely phenomenal young lady who has exhibited exceptional strength of character and ambition, and we are going to make that ambition a reality.

Jeneece Edroff is a remarkable community builder. She is someone who at the age of only seven inspired a community to rally around her, her passion, her belief and her courage to support children with special needs in British Columbia.

This is indeed a young lady who believes that nothing in life is impossible, raising \$1.5 or \$1.6 million dollars, depending on how you count the pennies, in just a few short years.

Now fifteen, Jeneece's infectious spirit and passion are going to make another meaningful difference right here on Vancouver Island.

Jeneece is unfortunately no stranger to long hospital stays and treatment.

TELUS, and our team members, are tremendously concerned that when children like Jeneece are admitted for hospital stays of a long duration, it is a painful experience. For Jeneece and her family, those stays can mean becoming disconnected from the people who are most important in their lives, like their family and friends.

That is why for us, at TELUS, it is an absolute privilege to announce that the 2010 World Skins Game will benefit the Queen Alexandra Foundation for Children and its construction of Jeneece Place.

I promise you that we will make Jeneece's ambition a reality, and that reality is going to create an extraordinary home-away-from-home for children and their families who have to travel to Victoria to get care at Victoria General Hospital, or visit the Queen Alexandra Centre for the specialist appointments and lab tests that they have to endure.



This wonderful home – and it will be a home because Jeneece will tolerate nothing less – will provide a warm and supportive environment, and will be located near Victoria General Hospital, helping families stay close to one another.

Clearly, without a shadow of a doubt, there is a need for a place like this in the community, and together we will begin our journey to answer this need. Jeneece and the TELUS organisation are extremely impatient. We feel a sense of urgency to make this happen sooner rather than later and that is exactly what we are going to do.

Today, I am proud to announce on behalf of TELUS, our board of directors and the many customers who support us in the community – because without our customers this charitable giving would not be possible – that TELUS is gifting \$100,000 dollars from our 2010 Skins Game right now to the Queen Alexandra Foundation to get things rolling.

Do not worry Jeneece, it is just a start. Also starting today, and running for a full year through June 22, 2010, TELUS will give \$100 dollars to the Queen Alexandra Foundation in support of the construction of Jeneece Place, for every new TELUS TV customer on Vancouver Island.

Brian talked so passionately about our team members here in British Columbia. Well, let us put that passion and commitment to the community to work. Additionally, from this moment onward, TELUS will double match all team member contributions to the Queen Alexandra Foundation in support of Jeneece Place. For every dollar that our team members give, TELUS will give two to Jeneece Place and its construction.

We believe in our hearts and in our minds at TELUS, that in order to do well in business, we must do ‘good’ in the communities within which we live, work and serve as citizens. We are passionately committed to our philosophy of ‘we give, where we live’, and Jeneece, we live next to you.

Since 2000, TELUS, our team members, our retirees, and our ambassadors – people like Mel Cooper – have put this philosophy into action by contributing more than \$50 million dollars to charitable organisations across the great province of British Columbia.

Over this same period, our team members have volunteered 1.5 million hours of their time to make a difference in our communities and help people that are less fortunate than ourselves, helping make certain that dreams become a reality for people like Jeneece who inspire us.

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—Darren Entwistle



I encourage and call upon the communities of Vancouver Island to join with TELUS, to work with us and the Queen Alexandra Foundation, in pursuit of Jeneece's dream so it is no longer an aspiration, but rather a physical truth.

Inspired by Jeneece's pseudonym, which is 'everyone's angel,' we can indeed come together with our hearts, with our valuable and precious time, and with our financial contributions to make it happen for Jeneece and her family.

I am thankful and privileged to work with the Queen Alexandra Foundation for Children in helping them bring this project to fruition including:

- Graeme Lee, Board Chair; and
- All the volunteers on the Board of Directors who give their time so selflessly.

Your foundation has a longstanding and proud philanthropic history, with a remarkable legacy of contributions that have truly made a lasting and meaningful impression on this region of the world, and we are honoured to have the Foundation as our partner for the 2010 World Skins Game.

I am also indebted to Jeneece, to her brother Nick, and to Denis and to Angie for their vision, leadership and perseverance in making this particular facility come to fruition for their community.

Jeneece, we are all going to be eager for information on the progress of the house, so I hope you will keep us updated on your newly launched Web site: jeneeceplace.org

There is a very special key here; this is a key to Jeneece Place.

I hope you will keep it close to your heart, and I hope that it will embody your vision that we are going to help make a reality. I also hope it will reflect the dedication of your family and the support that they have given you as we continue along this particular journey.

Thank you so much. We are so proud and privileged to work alongside you Jeneece. Come join us and say a few words.

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