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DECEMBER 9, 2013 • TORONTO, ONTARIO: FOR IMMEDIATE RELEASE

INTRODUCING THE RBC TAYLOR PRIZE

Former Charles Taylor Prize for Literary Non-Fiction announces new name, new look and a new emerging writer's award

CANADA'S MOST PRESTIGIOUS non-fiction prize has a new look, a new logo and a new annual award for emerging authors. Effective immediately, The Charles Taylor Prize for Literary Non-Fiction, sponsored by RBC Wealth Management, will be rebranded as the RBC Taylor Prize. This new generation of the Prize will continue to provide \$25,000 for Canada's top literary non-fiction author, with the addition of a secondary award of \$10,000 for an emerging Canadian literary non-fiction writer.

The announcement comes just as the Prize begins work on its thirteenth Award cycle. This week, the newly-named RBC Taylor Prize will announce its three-person jury and issue its longlist of books in the running for the 2014 prize.

Press releases, advertisements, and the popular Charles Taylor Prize website will feature an updated look. Toronto typographer and graphic designer Peter Enneson has created a new cornerstone and seal. The new elements incorporate the signature Charles Taylor Prize monogram within updated versions of the traditional prize cornerstone and seal. The new cornerstone features the RBC Wealth Management gold and deep blue. The new cornerstone and seal are available for download from the Taylor Prize website www.thecharlestaylorprize.ca/display.asp

BEGINNING WITH THE 2014 RBC TAYLOR PRIZE there will be an additional \$10,000 award given to an emerging Canadian non-fiction writer entitled the RBC Taylor Prize Emerging Writer's Award, which will link the RBC Taylor Prize winner with his or her chosen emerging Canadian literary non-fiction writer between the ages of 18 and 35.

The recipient of the Emerging Writer's Award will be chosen by each year's RBC Taylor Prize winner and will reflect that author's wish to champion their chosen writer. Joining in the tradition of the RBC Taylor Prize, the recipient of this new award will also be revealed at the March 10th awards ceremony and luncheon at the Omni King Edward Hotel.

CHARLES TAYLOR FOUNDATION FOUNDER and chair, Noreen Taylor explains, "RBC Wealth Management has been a marvelous partner and presenting sponsor. They have widened the prize reach by touring the past Charles Taylor Prize winners in cities across Canada, as well as providing North American (and in fact worldwide) awareness of both the finalists and winners through vehicles like the four-page *New Yorker* insert. Now joining forces in a more integrated manner, the name change signals an integrated approach between RBC and the Charles Taylor Foundation, enabling the Prize to expand its recognition of excellence to emerging literary non-fiction writers. Through RBC's leadership and support, a new generation of writers will carry forward the



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concepts of the engaged society, and our civil discourse will penetrate more deeply and lastingly into our national fabric.”

“RBC Wealth Management has enjoyed a rewarding partnership with the Charles Taylor Foundation for the past three years and we are excited to deepen this relationship further by renaming the prize and enjoying shared appreciation for excellence. Together, we hope to nurture the literary landscape in Canada, inspire the next generation of Canadian authors and raise the profile of our heritage and character to the world,” said Vijay Parmar, President, RBC PH&N Investment Counsel Inc.

RBC WEALTH MANAGEMENT is honoured to be the Presenting Sponsor of the Charles Taylor Prize for Literary Non-Fiction. RBC Wealth Management directly serves affluent, high-net-worth and ultra-high net worth clients in Canada, the United States, Latin America, Europe, the Middle East, Africa, and Asia with a full suite of banking, investment, trust and other wealth management solutions. For more information, please visit www.rbcwealthmanagement.com.

2014 WILL BE THE THIRTEENTH AWARDING of this prestigious prize. The Prize was established in 1998 to commemorate the life and work of one of Canada’s foremost literary non-fiction writers, the late Charles Taylor. First presented as a biennial award in 2000, and made annual in 2004, the RBC Taylor Prize will continue to be presented to a Canadian author whose book best demonstrates a superb command of the English language, an elegance of style and a subtlety of thought and perception.

THE PRESENTING SPONSOR of the RBC Taylor Prize is RBC Wealth Management, its Major Sponsor is Metropia, its media sponsors are *The Globe and Mail* (exclusive newspaper sponsor), CNW Group, *The Huffington Post Canada*, *Maclean’s* magazine, and *Quill & Quire* magazine; its in-kind sponsors are Authors at Harbourfront Centre, Ben McNally Books, Event Source, Indigo Books and Music, Kobo Inc., and The Omni King Edward Hotel.

FOR MORE INFORMATION PLEASE VISIT: www.thecharlestaylorprize.ca

RBC TAYLOR PRIZE ON TWITTER at www.twitter.com/taylorprize

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