

## Sun Life Financial brings the gift of music to the Prairies

### *Innovative Musical Instrument Lending Library program expands to Regina Public Library*

**REGINA, SK - (May 18, 2018)** – Nothing but the sound of music for folks in the Prairies as residents of Regina will now be able to borrow musical instruments from Regina Public Library (RPL) for free, courtesy of the Sun Life Financial Musical Instrument Lending Library program. Similar to taking out a book, this innovative program allows anyone with a Regina Public Library account that is in good standing the chance to borrow a variety of musical instruments.

In 2017, Sun Life announced the expansion of its highly popular Sun Life Financial Musical Instrument Lending Library program, with Regina being the eighth city to benefit from this exciting initiative. As a result, over three million library cardholders across Canada now have access to musical instruments.

“We are so excited to be able to bring this popular program to the Regina region. Music can have a powerful impact on our lives and being able to partake in creating and experiencing the joy of music is something every Canadian should be able to do,” said Paul Joliat, Assistant Vice-President, Philanthropy and Sponsorships, Sun Life Financial. “At Sun Life, we’re committed to building healthier, sustainable communities for life which is why we’re thrilled to be able to increase access to music to more Canadians.”

Sun Life is making a philanthropic donation of \$140,000 to Regina Public Library to fund the program’s operating costs. In addition to donating 150 instruments, including guitars, banjos, mandolins, ukuleles, violins, drums and portable keyboards, Sun Life has also created a series of videos to assist with the use, care and enjoyment of the instruments. Whether you’re just starting out or you’re a seasoned musician, the program is perfect for anyone looking to enjoy the world of music.

The Sun Life Financial Musical Instrument Lending Library program is a crucial part of the company’s philanthropic support of arts and culture through Sun Life’s award-winning *Making the Arts More Accessible™* platform. Sun Life believes that arts and culture should be celebrated within our communities and made available to everyone, regardless of their means.

“This program is another great step toward our vision for Regina as an inclusive community of discovery and learning,” said Jeff Barber, Director & CEO, Regina Public Library. “It’s just the type of expanded service offering libraries all over the world are embracing, as our idea of the modern library evolves. We’re thrilled to welcome the Sun Life Musical Instrument Lending Library to RPL.”

Regina Public Library will also be holding a musical instrument donation drive running from May 18, 2018 to June 15, 2018. Residents of the Regina region are encouraged to drop off their new or gently used guitars, banjos, mandolins, ukuleles, violins, drums and portable keyboards at:

- Regina Public Library, Central Library, 2311 12 Avenue
- Long & McQuade, 1445 McIntyre Street

Please visit [reginalibrary.ca/instruments](http://reginalibrary.ca/instruments) for more information.

The Sun Life Financial Musical Instrument Lending Library program was first launched at the Toronto Public Library and has since expanded to the Vancouver, Montréal, Calgary, Kitchener, Ottawa and Fredericton Public Libraries. The program is an overwhelming success at all libraries.

### **Sun Life Financial in the community**

At Sun Life Financial, we are committed to building sustainable, healthier communities for life and we're proud to hold the *Caring Company* designation from Imagine Canada. Community wellness is an important part of our sustainability commitment and we believe that by actively supporting the communities in which we live and work, we can help build a positive environment for our Clients, Employees, advisors and shareholders. Our philanthropic support focuses on two key areas: health, with an emphasis on diabetes awareness, prevention, care and research initiatives through our *Team Up Against Diabetes™* platform; and arts and culture, through our award-winning *Making the Arts More Accessible™* program. We also partner with sports properties in key markets to further our commitment to healthy and active living. Our Employees and advisors take great pride in volunteering over 29,000 hours each year and contribute to making life brighter for individuals and families across Canada. [Read more about Sun Life Financial in the community.](#)

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

### **About Regina Public Library**

Regina Public Library (RPL) is an urban library system comprised of eight neighbourhood branches and a Central Library that includes a Central Children's library. RPL provides programs, services and supports to help to build a strong community: one that values knowledge and understanding, and respects and upholds diversity. We seek to empower members of our community by providing access to technology, lifelong learning, and diverse cultural and leisure experiences.

**Note to editors: All figures in Canadian dollars.**

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