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## **Euro Banking Association and The Glenn Gould Foundation Team Up for Sibos 2011 September 19-23**

### **Iconic Canadian Musician and Innovator Featured in EBA Group Exhibit with The Glenn Gould Prize**

**TORONTO** – In a move drawing a direct link between the spirit of creativity and innovation at the heart of both modern finance and the arts, the Euro Banking Association has invited Canada's Glenn Gould Foundation to be front and centre as part of the EBA Group exhibition stand at Sibos 2011.

The display will include images of the legendary pianist and the actual prize sculpture created by Canadian artist Ruth Abernethy for presentation to laureates of The Glenn Gould Prize, the Foundation's signature activity.

Sometimes referred to as "the Nobel Prize of the Arts," The Glenn Gould Prize is one of the world's most exclusive honours. The Prize pays tribute to Glenn Gould's legacy both as an artist and an innovator in communications technology, by recognizing rare individuals whose lifework enriches the human condition through the arts. Laureates include Lord Yehudi Menuhin, Oscar Peterson, Yo-Yo Ma, Dr. José Antonio Abreu (founder of the visionary El Sistema Program of free music education and orchestras for poor children in Venezuela) and most recently, Leonard Cohen.

Glenn Gould (1932-1982) is one of the most influential musicians of the last hundred years. His recordings continue to be best-sellers the world over. Gould is the subject of some 50 books in a dozen languages and more than 15 films and tributes in every creative medium. He is also seen as one of the most innovative artists of the 20<sup>th</sup> century in his embrace of technology and predicted the transformative impact of communications media on human society.

Daniel Szmukler, EBA Head of Communications said, "Our design approach foresees promoting an artist or an organisation that directly supports the creation of the artwork on display at the stand of the EBA Group, or fosters an environment where artistic creativity can develop. This year we decided to pay tribute to Glenn Gould, a great artist and a citizen of Toronto. We feel that this approach is in line with our mission in the European payments environment of turning a vision into an actual creative achievement for the benefit of a larger community."

Brian Levine, Executive Director of The Glenn Gould Foundation commented, "We are deeply honoured to receive this invitation from the Euro Banking Association. To be featured prominently by the EBA at the world's foremost banking conference is a tribute not only to the global stature that Glenn Gould enjoys, but also the worldwide growth in recognition of The Glenn Gould Prize as one of the world's touchstone symbols of creativity and excellence."

**About the EBA Group:**

The EBA Group is composed of the Euro Banking Association (EBA) and EBA CLEARING.

The Euro Banking Association (EBA) is the largest network of payment practitioners in Europe. It actively supports the payments industry in bank-driven initiatives requiring hands-on co-operation at a pan-European level. It also serves as an industry forum for the European payments industry with over 200 member banks and organisations and is a key contributor to the creation of a standardised Single Euro Payments Area.

EBA CLEARING is a provider of pan-European payment infrastructure solutions. The Company is owned by 67 of the major banks operating in Europe. EBA CLEARING manages the largest processing infrastructure for euro retail payments in terms of participations: 4,670 banks across Europe are connected to one or more of its STEP2 SEPA Services.

**About The Glenn Gould Foundation:**

Established in 1983, The Glenn Gould Foundation is a Canadian registered charitable organization with both a national scope and global reach. The Glenn Gould Foundation's mandate is to honour Glenn Gould's spirit and legacy by celebrating brilliance, promoting creativity and transforming lives through the power of music and the arts with the Foundation's signature activities, including The Glenn Gould Prize. Other projects of the Foundation include support for projects related to prize laureates' life work that have a transformative impact on individuals and communities, as well as Glenn Gould concerts and the Glenn Gould Lectures. The motto of The Glenn Gould Prize is "from Celebration to Inspiration to Transformation."

The Glenn Gould Foundation Inc. is a U.S. 501 (c)(3) not for profit organization.

**About Sibos:**

Sibos, the SWIFT International Banking Operations Seminar, brings together senior leaders from financial institutions, market infrastructures, multinational corporations and technology partners to do business and shape the future of the financial industry. The event provides global financial institutions with an important opportunity to network, collaborate and organize collective action in such areas as payments, securities, cash management and trade. Sibos is facilitated and organized by SWIFT, the Society of Worldwide Interbank Financial Telecommunication. Each year, Sibos takes place in a different major city. Sibos 2011 will take place in Toronto at the Metro Toronto Convention Centre from September 19-23 and is expected to draw over 8,000 attendees from the world's major financial institutions.

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