



KEY MESSAGES FOR FINANCIAL INSTITUTION FRONT LINE STAFF REGARDING THE NEW \$10 NOTE (2018)

BACKGROUND

The Bank of Canada issued a new \$10 bank note on November 19, 2018. This document is intended to help financial institution front line staff respond to enquiries about this new bank note. Key messages are provided below.

Any technical questions about this bank note (e.g. security features and design) should always be referred to the Bank of Canada.

- Please forward Bank of Canada-related media enquiries to 613-782-8782 or communications@bankofcanada.ca.
- Public inquiries can be forwarded to 1-800-303-1282 or info@bankofcanada.ca.

KEY MESSAGES

CIRCULATION AND DISTRIBUTION

- The Bank of Canada issued a new regularly circulating \$10 polymer bank note on November 19, 2018.
- It is the first regularly circulating bank note to feature a Canadian woman as the portrait subject.
- It is also the first vertically oriented note issued by the Bank of Canada.
- This new \$10 note is being rolled out gradually, and will circulate alongside all the other \$10 bank notes already in circulation.
- All \$10 notes in circulation have full face value.

SECURITY

The new \$10 note has bold security features that are easy to check and difficult to counterfeit. Some of these are enhanced compared to the security features on the current series of polymer notes.

Learn about the security features of the new \$10 note from the Bank of Canada:

- bankofcanada.ca/vertical10/security-features
- 1-800-303-1282
- info@bankofcanada.ca
- [Security features video](#)

ACCESSIBILITY FEATURES FOR THE BLIND AND PARTIALLY SIGHTED

- The new \$10 bank note is supported by a suite of accessibility features to help blind and partially-sighted Canadians determine the denomination with confidence.
- These include the distinct purple colour of Canadian \$10 notes, large high contrast numerals, and a tactile feature identifying the \$10 note by two six-dot symbols.



DESIGN

- The front of the note features a portrait of iconic Canadian Viola Desmond.
- She was a successful Black Nova Scotia businesswoman who defiantly refused to leave a whites-only area of a movie theatre in 1946 and was subsequently jailed, convicted and fined. Her court case was one of the first known legal challenges against racial segregation brought by a Black woman in Canada.
- The back carries Viola Desmond's story into the present, with images and symbols that represent Canada's ongoing pursuit of rights and freedoms.
- The main image on the back is of the Canadian Museum for Human Rights, which opened in Winnipeg, Manitoba in 2014. It is the first museum in the world solely dedicated to the evolution, celebration and future of human rights.

MACHINE IMPACT

Equipment owners should contact their manufacturer or supplier with any questions about machine compatibility.

FOR MORE INFORMATION ON THE NEW \$10 BANK NOTE

- bankofcanada.ca/banknotes/vertical10
- 1-800-303-1282
- info@bankofcanada.ca