



Media Release

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Capital One Rocks & Rings elementary school curling program expands throughout Victoria

Victoria, BC (January 25, 2011) The Capital One Rocks & Rings program is expanding its program to the Greater Victoria Regional District, in an effort to get south-island youth moving during the school day. This program will expose curling to children and families that would otherwise not receive the opportunity, with the ultimate goal being increased participation in the sport. The program will be offered at no charge to the participation children.

Using unique floor curling equipment, students experience a high-energy, fun-filled session, while learning about the sport in their school's gymnasium. The Capital One Rocks & Rings program will make over 300 school visits across the province this year.

"We are delighted to bring the highly successful Capital One Rocks & Rings program to Greater Victoria as a first step towards expanding the program on Vancouver Island and throughout BC. 15,000 children experienced this program during its pilot test first year in Greater Vancouver and the feedback was extremely positive. The number of community partners that have stepped forth to help deliver the program is truly commendable," commented Scott Braley, CEO of Curl BC.

The expansion of the program through Victoria has been made possible by the Victoria Telus Community Board, Victoria Curling Legacy Foundation and BC Sport Participation Program, which is funded by the Government of Canada and the Province of B.C. through 2010 Legacies Now. Together, their contributions have subsidized bringing the program to the region, which includes equipment sets, instructor wages and additional program costs.

"We congratulate Curl BC for developing this innovative Sports program and giving us the opportunity through our \$7,500 donation to help bring it to elementary students in the Capital Region for the first time," said Mel Cooper, Chair of the TELUS Victoria Community Board.

In addition to the Victoria expansion of the program, the Capital One Rocks & Rings program will now be delivered to the Okanagan, Terrace, New Aiyansh and other parts of Northern BC thanks to the additional support of the KidSport Aboriginal Youth Program, Canadian Curling Association's Discover Curling program and Curl BC's member curling centres around the province. The program will continue to be delivered in the Lower Mainland and the City of Nelson, where it was implemented over the past year.

"In partnership with Curl BC, we hope to bring the Capital One Rocks & Rings program to additional communities in the province," said Ian Cunningham, Chief Marketing Officer, Capital One Canada. *"This level of expansion represents the kind of grassroots curling outreach that we are proud to support, and more importantly, we will increase the number of Canadian youth who will be able to experience this great sport."*

With each elementary school visit, the Capital One Rocks & Rings program reaches six to seven classes or approximately 150 to 200 students. Upon completion, each student receives a graduation certificate which provides valuable information on where and how the student and his or her parents can get involved in curling in their area.

About Curl BC

Curl BC is the provincial sport governing body responsible for the development, promotion and organization of curling in British Columbia. Curl BC is also responsible for the championship system that declares provincial representation at National events. In cooperation with its Members, Curl BC provides service to both competitive and recreational curlers, including a variety of adaptive groups.

About Capital One

Located in Toronto, Ontario, Capital One has offered Canadian consumers a range of competitive MasterCard® credit cards since 1996, when the company first introduced the Platinum MasterCard® in Canada. Capital One Canada is a division of Capital One Bank, a subsidiary of Capital One Financial Corporation of McLean, Virginia (NYSE: COF). Capital One is committed to the community and to helping youth through our business and non profit partnerships and through the skills and dedication of our talented associates.

About Rock Solid Productions Inc.

Rock Solid Productions Inc. is an agency that helps clients exceed their marketing goals through leveraging various aspects of the sport of curling. President Chad McMullan has a long history in the sport having spent years as both Executive Director of the World Curling Tour and as a top-level competitor.

About The Dominion

Canadian owned and operated since 1887, today The Dominion is one of the country's largest property and casualty insurers. The Dominion takes pride in providing Canadians with confidence that the cars, homes and businesses they value are protected. A fierce advocate for consumer interests, The Dominion is committed to making sure the insurance system works best for consumers. The Dominion strongly believes consumers should have access to independent, professional advisors, who provide advocacy and choice, which is why they distribute their products exclusively through independent brokers. The Dominion's priority is to earn and maintain the trust and loyalty of policyholders, employees and business partners. Visit thedominion.ca

About Telus Victoria Community Board

Since the TELUS Victoria Community Board was launched in 2007, \$1.5 million has been donated to more than 102 community programs that focus on youth, social innovation and use of technology. TELUS Community Boards are an innovative and groundbreaking effort that puts decision-making in the hands of local leaders who know their communities best. This approach helps make financial support accessible to the grassroots organizations that make such a tremendous difference in building stronger communities.

About Victoria Curling Legacy Foundation

The Victoria Curling Legacy Foundation was established with the profit from the 2005 Ford World Men's Curling Championship hosted in Victoria, and further with the Scotties Tournament of Hearts in 2008. The Foundation conducts curling programs across Vancouver Island, has a full-time instructor and founded the Esquimalt High School Curling Academy.

About BC Sport Participation Program

The BC Sport Participation Program supports provincial and multi-sport organizations to extend their community reach, improve the quality of sport delivery, and attract new participants to community and school-based sports. Since 2004, the program has funded more than 264,000 participant opportunities and trained 11,200 coaches and sport leaders in more than 110 BC communities. The BC Sport Participation Program is funded by the Province of British Columbia and the Government of Canada, and administered by 2010 Legacies Now. Visit 2010LegaciesNow.com for more information.

About KidSport

KidSport™ Canada is a national not-for-profit organization that provides financial assistance for registration fees and equipment to kids aged 18 and under. Through a confidential application process we provide grants so they

can play a season of sport. One of our primary goals is to support our network of 11 provincial/territorial KidSport chapters and 177 community KidSport chapters across Canada in their fundraising and sport activities

About Action Schools! BC

Action Schools! BC is a best practices model designed to assist schools in creating individualized action plans to promote healthy living. The initiative is a source for practical and relevant professional development, curriculum-linked resources and support for teachers in physical education, daily physical activity and healthy eating, and physical activity leadership training and resources for students.