



Media Release

Contact: Robbie Gallagher
604-333-3617
rgallagher@curlbc.ca

Capital One Rocks & Rings elementary school curling program expands to Northern BC

Richmond, BC (January 18, 2011) The Capital One Rocks & Rings program is expanding its program to Northern BC. This program will expose the sport of 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 participants.

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're thrilled to be able to take the Capital One Rocks & Rings program into the north for the first time, and to expose communities to the sport that have never had access to it before," commented Scott Braley, CEO of Curl BC.

The expansion of the program into Northern BC has been made possible by the support of the KidSport Aboriginal Youth Program, the Canadian Curling Association's Discover Curling program and Curl BC.

Northern communities will be visited by a Curl BC/Capital One Rocks & Rings instructor during the week of January 17-23. During the week, local high school students and additional adult community members will be trained to become instructors themselves. At the end of the week, the program will continue to be delivered using their newly learned skills, and equipment that will be left with the communities.

Lakalzap (Greenville), Nathan Barton (Kincolith), Gitwinksihlkw (Canyon) and Nisga'a (New Aiyansh) elementary schools will each be visited by the program during the week. A mini tournament will be held in the Nisga'a Elementary Secondary school gymnasium on Friday, January 21. Participants will have an opportunity to try out the real thing by attending on-ice instruction at the Terrace Curling Centre on January 22 & 23.

"Each new community that the Capital One Rocks & Rings program touches means more opportunity for us to support Canadian kids and expand this great sport," said Ian Cunningham, Chief Marketing Officer, Capital One Canada.

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 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 the Canadian Curling Association

The CCA is the national sport governing body responsible for the development, promotion and organization of curling in Canada. The CCA is also responsible for the championship system that declares national representation at inter-national events. In cooperation with its Members, the CCA provides service to both competitive and recreational curlers, including a variety of adaptive groups.