



Boys & Girls Clubs of Canada
Clubs Garçons et Filles du Canada

MEDIA RELEASE

Capital One Joins Boys and Girls Clubs of Canada to Teach Kids the Power of Their Potential

FOR IMMEDIATE RELEASE: Markham, ON (June 29, 2010) – As young Canadians transition from childhood to young adulthood, they are more likely to face choices that could engage them in risky or dangerous behaviours. That is why Capital One is partnering with Boys and Girls Clubs of Canada (BGCC) to expand Keystone, an innovative program focused on positive development, to approximately 500 more at-risk youth across the country.

Focused on leadership, empowerment and community action, Keystone provides youth with an opportunity to develop valuable life skills, participate in new and exciting activities and make a positive difference in their lives and the lives of others.

“The great work being done by Boys and Girls Clubs of Canada makes them a natural partner for Capital One as we strive to give Canadian youth the support they need to succeed in life,” said Rob Livingston, President, Capital One Canada. “We are especially looking forward to seeing how these future leaders will give back to their communities through the Keystone program.”

According to the U.S.-based National Youth Violence Prevention Resource Center, students who spend no time in extracurricular activities, such as Keystone and other Boys and Girls Club programs, are 49% more likely to have used drugs and 37% more likely to become teen parents than students who spend one to four hours per week in after-school programs.

The Keystone program is built around the specific needs of young people, providing a range of programming options including nutritional education, physical activity, team building, personal growth and social action.

“I am pleased Capital One has joined us in assisting thousands of youth across Canada to realize their potential through the Keystone program,” said Pam Jolliffe, President and CEO, Boys and Girls Clubs of Canada. “Keystone helps young people through a difficult time in their lives and shows them how to become role models to others as well as leaders in improving their community. It is an extremely valuable program and with Capital One’s support we will be able to offer it to more youth than ever before.”

About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading charitable organization providing after-school programs that support the healthy physical, educational and social development of 200,000 children, youth and their families each year. In 700 community locations across Canada, Clubs offer access to opportunities after school, and at other times when children are not in school, to develop healthy behaviours, academic success and technology learning, positive relationships and life and leadership skills. Many Clubs also provide nutritious snacks and meals, emergency shelter, family support programs and other aid to children, youth and families at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential for over 100 years. To learn more, visit www.bgccan.com.

Capital One Public

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 nonprofit partnerships and through the skills and dedication of our talented associates.

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Contact:

Matthew Ross

Media Relations Specialist, Boys and Girls Clubs of Canada

905-477-7272 ext. 270

mross@bgccan.com

Laurel Ostfield, Capital One

416-549-2753

laurel.ostfield@capitalone.com