



PRESS RELEASE

For immediate release

NEW BRUNSWICK INTERSCHOLASTIC ATHLETIC ASSOCIATION BENEFITS FROM RBC SPONSORSHIP

FREDERICTON, N.B., January 23, 2008- RBC has entered a sponsorship agreement with the New Brunswick Interscholastic Athletic Association (NBIAA). This three-year agreement will provide direct financial support to 76 schools with over 16,000 athletes competing for 79 provincial championships.

“Student-athletes show some of the same values within their sport, such as teamwork, diversity or integrity, that we value as a business”, says Glen Kelsey, RBC Regional Vice President, Western New Brunswick. “This partnership also complements our regional focus of keeping kids in school, as we know there is a direct link between success in academics and success in athletics. Atlantic Canada’s school athletic associations reach out to such an amazing number of our leaders of tomorrow.”

RBC is similarly partnering with the school athletic associations in PEI, Newfoundland and Labrador, and Nova Scotia.

“Students who are active in organized sports benefit not only from a health perspective,” says Peter Corby, Executive Director of the NBIAA. “They also learn how to lead, work within a team, effectively manage busy schedules, and deal with success and defeat. All these experiences will serve them for a lifetime, whatever paths they choose to take in life. With the support of RBC, our youth will become productive members of society; tomorrow’s leaders.”

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.../2 – NBIAA Benefits from RBC Sponsorship

About NBIAA:

The New Brunswick Interscholastic Athletic Association believes that the sport experience makes a significant contribution to the physical, intellectual, personal and social development of the student. The Association consists of 76 schools with over 16,000 athletes competing for 79 provincial championships.

ABOUT RBC:

RBC employs over 3,000 people in Atlantic Canada who work out of 113 branches, serving more than 815,000 clients. RBC's support of sports spans from grassroots to elite. This year marks the 60th anniversary of RBC's ongoing corporate support of Canada's Olympic Teams, and RBC continues to support amateur sport in our communities with grassroots programs such as the RBC Local Hockey Leaders program and the Canadian Olympic School program.

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