

## **CANADIANS' OLYMPIC SPIRIT TO BE RAISED WITH RBC 2010 CROSS-COUNTRY FLAG TOUR**

**TORONTO, March 13, 2006** — RBC Financial Group, in partnership with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), today announced the RBC 2010 Flag Tour, a cross-country touring exhibition designed to give Canadians a taste of the excitement and spirit of the Olympic and Paralympic Winter Games in Canada.

The RBC 2010 Flag Tour is a 5000-square-foot touring exhibition that includes six specially themed areas complete with interactive sport trials and displays representing several of Canada's favourite Olympic and Paralympic Winter Games sports including: snowboard, hockey, freestyle skiing and ice sledge hockey.

The exhibition will include an Olympic Flag authorized by the International Olympic Committee specifically for use in the RBC 2010 Flag Tour to give Canadians across the country the opportunity to share in the celebration of Canada's Games.

"The RBC 2010 Flag Tour gives all Canadians a chance to celebrate our country's recent success at Torino, while building momentum for Vancouver 2010," said Gord Nixon, President and CEO, RBC Financial Group. "It invites Canadians to personally connect with the Olympic experience in a live and interactive way."

"The RBC 2010 Flag Tour will showcase the power of Olympism to bring together Canadians from all walks of life, from all parts of the country, in appreciation of Olympic values and our love for winter sport," said John Furlong, Chief Executive Officer of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). "I am proud to be part of the first cross Canada tour promoting the 2010 Games since the truly inspiring performances of our country's elite winter athletes at the Torino 2006 Games."

As part of the tour, a number of Canadian Olympic and Paralympic athletes will be visiting schools, signing autographs and talking to Canadians about their Olympic and Paralympic experiences and accomplishments. Olympians attending various tour stops include: Brad Gushue (Curling/Gold/Torino 2006); Dominique Maltais (Snowboarding/Bronze/Torino 2006/RBC Olympian); Kristi Richards (Freestyle Ski/Torino 2006/RBC Olympian); Members of Canada's Women's Ice Hockey Team (Gold/Torino 2006), as well as numerous other RBC Olympians and Olympians. Senior executives from the Vancouver 2010 Organizing Committee will also participate and share information about the 2010 Games.

In addition, RBC will host Olympic Business Development seminars across the country to inform Canadian business people and entrepreneurs about how their firms can do business related to Vancouver 2010. Further programming details will be made available over the next several weeks.

For more information on the RBC 2010 Flag Tour, please go to [www.rbc.com/2010flagtour](http://www.rbc.com/2010flagtour).

### **Flag Tour Schedule**

The RBC 2010 Flag Tour is scheduled to travel to the following locations:

Halifax – Queen’s Landing – March 31 to April 2

Montreal – Place des arts – April 7 to April 9

Toronto – Dundas Square – April 14 to April 16

Ottawa – The Besserer Court Lot beside the Rideau Centre - April 21 to April 23

Winnipeg – CanWest Global Park – April 28 to April 30

Calgary – Canada Olympic Park – May 5 to May 7

Vancouver – Vancouver Art Gallery – May 11 to May 14

### **About VANOC**

VANOC is responsible for the planning, organizing, financing and staging of the XXI Olympic Winter Games and the X Paralympic Winter Games in 2010. The 2010 Olympic Winter Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Whistler will host the Paralympic Winter Games from March 12 to 21, 2010. For more information visit [www.vancouver2010.com](http://www.vancouver2010.com).

### **RBC and Amateur Sport**

RBC Financial Group (RBC) sponsors amateur sport, from grassroots programs in local communities to national sport associations that support the development of amateur athletes who compete at home and abroad. RBC has sponsored the Canadian Olympic Committee since 1947, making it Canada's longest-standing supporter of the Canadian Olympic Team. RBC continues this sponsorship through the Vancouver 2010 Olympic and Paralympic Winter Games. RBC is also a Premier Sponsor of Hockey Canada, the Canadian Snowboard Team, the Canadian Freestyle Ski Team, Athletics Canada and the Canadian Paralympic Committee.

### **For more information, please contact:**

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