

Backgrounder - 2006

RBC FINANCIAL GROUP'S SUPPORT OF THE OLYMPIC GAMES AND AMATEUR SPORT IN CANADA

RBC has been involved with the Canadian Olympic Movement since 1947 and is the longest-standing corporate supporter of Canada's Olympic Team. Our sponsorship includes support for the Canadian Olympic and Paralympic Teams from 2005 until 2012.

RBC supports amateur sport in communities across Canada, from recreational to competitive activities, and from grassroots to elite-level athletes. We sponsor the following sport associations in Canada:

- Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games
- Canadian Olympic Committee
- Canadian Paralympic Committee
- Hockey Canada
- Canadian Freestyle Ski Association
- Canadian Snowboard Federation
- Athletics Canada
- Special Olympics Canada

RBC works closely with the sport associations to develop programs to educate youth and others on the merits of sport in Canada, while also providing them with an opportunity to participate, encouraging healthy active lifestyles. These include:

The RBC Olympians Program

In 2002, RBC introduced a program to recruit and hire both current and retired Olympic and Paralympic athletes to work for RBC as community ambassadors to bring the Olympic messages of excellence, teamwork, leadership, and commitment to our communities. Athletes are hired from across Canada, and during the course of their employment, gather skills and experiences that will help them find a career for life after sport. The program also provides the athletes much needed funding, allowing them to focus on training and competition.

RBC and the Canadian Olympic School Program

The Canadian Olympic School Program, presented by RBC, is a school-based program designed to promote the Olympic Values including excellence, leadership, respect, and fun, and the importance of health and physical activity. Developed in cooperation with teachers from across Canada, the Canadian Olympic School program is a free online teacher resource that offers engaging information about the Olympic Games and Canadian athletes as a tool to educate, motivate and inspire students to become *Smarter, Better and Stronger*.

HISTORY of RBC'S SUPPORT OF THE OLYMPICS

1924

RBC makes a donation to the Canadian Team going to the first Olympic Winter Games in Chamonix, France. Meanwhile, 2 RBC employees represent Team Canada at the Summer Games in Paris.

1947

RBC makes its first contribution to the Canadian Olympic Association. RBC paid to send the RCAF Flyers to the Olympic Winter Games in St. Moritz, Switzerland.

1967

RBC is the first national sponsor of Special Olympics Canada when it is launched in 1968.

1970

RBC is one of the first sponsors of events such as The Canada Games, The Provincial Games, The Commonwealth Games and Games for the Physically Disabled.

1973

RBC establishes the Royal Bank Junior Olympics.

1974

RBC sells Olympic coins to raise funds and prepare our athletes for the 1976 Olympic Games in Montreal.

1975

RBC sponsors Montreal's bid to host the Olympic Games. RBC has sponsored every Canadian bid for the Games since.

RBC donates \$500,000 to the Olympic Trust of Canada after an Olympic lottery ticket is stolen from the Bank's vault. The stolen ticket turns out to be the winning ticket.

1976

RBC is the official sponsor of the Olympic Games in Montreal.

1983

RBC becomes a founding member of the Olympic Academy of Canada.

1986

RBC is appointed the Official Bank of the 1988 Calgary Olympic Winter Games.

1988

RBC introduces Olympic Coin Fundraiser Contest to assist amateur sports clubs and other non-profit organizations in Canada to raise money for their programs.

RBC is named the Official Bank in Canada of the 1988 Seoul Olympic Games.

1992

RBC becomes a sponsor of Athletics Canada.

1995

RBC becomes a premier sponsor of Hockey Canada and the Canadian National Men's and Women's Olympic Teams. RBC also introduces Toonies for Your Team, helping local sports teams raise funds for uniforms.

1996

RBC introduces the RBC Royal Bank Cup, Canada's Junior A National Hockey Championship formerly known as the Centennial Cup.

2000

RBC launches RBC Olympic FanFair, an interactive sports pavilion that travels to events and festivals across the country encouraging Canadians to participate in Olympic sports – it raises over \$100,000 for amateur athletes.

RBC offers a special COA VISA Affinity card that contributes funds to Canadian amateur athletes.

RBC becomes the first corporate supporter of the newly created Foundation for Athletes and Sport Training (FAST), which benefits amateur athletes from the novice to national levels.

2001

RBC hires ten athletes through the Canadian Olympic Committee's Career Opportunities Program.

2002

RBC becomes a Community Contributor to Vancouver's bid for the 2010 Olympic Winter Games. RBC launches the RBC Olympians Program, providing flexible, career-oriented work experience that accommodates an athlete's training and competition schedule. Athletes also acquire much-needed funding to train and compete.

2003

RBC launches the RBC Local Hockey Leaders program to recognize and celebrate those behind-the-scenes individuals who inspire others in community hockey.

RBC sponsors the Olympic Education Program encouraging kids to explore Olympic Values including excellence, leadership, respect, and fun. RBC Financial Group becomes an official sponsor of the Canadian Snowboard Team.

2004

RBC becomes an official sponsor of the Canadian Freestyle Ski Team and introduces the "RBC Jumps and Bumps" grassroots program for young Freestyle Skiing athletes.

2005

RBC is named the Premier National Partner by the Vancouver Organizing Committee (VANOC) for the 2010 Olympic and Paralympic Winter Games in Vancouver and Whistler.

2006

RBC proudly sponsors Canadian athletes in their bid for gold at the Olympic and Paralympic Winter Games in Torino, Italy.

2008

RBC continues to support our Olympians and Paralympians leading to the Olympic Games in Beijing, China.

2010

RBC has been supporting Own The Podium - 2010 since its inception in January, 2005. The goal: To help Canadian athletes win the most medals at the 2010 Vancouver Olympic Winter games, and place in the top three nations (gold medal count) at the 2010 Paralympic Winter Games.

2012

RBC is committed to supporting Canadian Olympians and Paralympians through to the Olympic and Paralympic Games in London, England.