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Students rock as Capital One Rocks & Rings arrives  
National program launches in Sudbury and surrounding area

SUDBURY – After four years of steady growth, Canada’s acclaimed elementary school curling program has arrived in the Sudbury area.

Capital One Rocks & Rings has introduced the Olympic sport of curling to over 160,000 Canadian students to date, and continues to expand its reach. The program makes learning about curling easy, by bringing customized equipment into schools for day-long visits, where trained instructors deliver a high-energy, interactive and educational program focused on the basics of the sport.

The program sprang to life today on the gym floor of Macleod Public School on Laval Street in Sudbury. By the end of the day, some 160 students will have experienced an historic Canadian pastime.

The Capital One Rocks & Rings program was developed in 2007 by Rock Solid Productions Inc. of Toronto and is partnered with title sponsors Capital One, with support from The Dominion, the Ontario Curling Association and the national governing body of curling, the Canadian Curling Association.

“Capital One believes in the value of investing in children, and this first introduction to curling is a great dose of fun and fitness into schools in the Sudbury area,” said Ian Cunningham, Chief Marketing Officer, Capital One Canada. “The popularity of the Rocks & Rings program is testament to its effectiveness at getting our youth active and engaged with this great Canadian pastime.”

“We are delighted to welcome the Sudbury area to the Capital One Rocks & Rings program,” said Greg Stremlaw, Chief Executive Officer of the Canadian Curling Association. “As the official national sport partner of the program, we are committed to growing curling amongst Canada’s youth, and are encouraged by the results we are seeing in numerous markets across the country.”

Area schools can inquire about Rocks & Rings by contacting Abbie Darnley directly (below). News, archived media coverage and other information can also be found on the program website, [www.rocksandrings.com](http://www.rocksandrings.com).

– 30 –

FOR MORE INFORMATION:

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