



## BLOORVIEW KIDS FOUNDATION SELECTED AS LOCAL CHARITY PARTNER FOR 2010 RBC CANADIAN OPEN

### *Local Fundraising Campaign Launched with goal of raising \$500,000 in the name of Canada's National Open Golf Championship*

**Toronto (Golf Canada)** — As part of the ongoing philanthropic strategy for the RBC Canadian Open, Golf Canada and RBC announced today that the Bloorview Kids Foundation in Toronto has been selected as the Local Community Charity Beneficiary for the 2010 edition of Canada's National Open Championship, set for July 19-25 at St. George's Golf and Country Club in Toronto.

Bloorview Kids Foundation raises funds from the community for Bloorview Kids Rehab. Bloorview is Canada's largest pediatric rehabilitation hospital and the leader in care, research, and education for kids with disabilities and their families.

"Along with our partners at RBC, we believe it is critical that the RBC Canadian Open leave a lasting legacy in our local host communities," said Scott Simmons, Executive Director and CEO, Golf Canada. "Bloorview has such an incredible impact on the children, their families and the entire community and we are thrilled to have them as our community charity partner."

"On behalf of Bloorview Kids Foundation, I want to thank the RBC Canadian Open for taking a leadership position in helping to raise critical awareness and charitable dollars locally in Toronto," said Valerie McMurtry, President and CEO, Bloorview Kids Foundation. "We are extremely excited about our partnership with the RBC Canadian Open and look forward to being a part of what will be a fantastic event in our community."

A committee consisting of RBC Canadian Open tournament officials and the RBC Foundation identified potential local charity candidates in the Toronto area before ultimately selecting Bloorview as this year's local beneficiary.

"A critical component of our being title sponsor of the RBC Canadian Open is to ensure we are generating charitable legacies in our communities," said Jim Little, Chief Brand and Communications Officer, RBC. "RBC has a longstanding relationship with the Bloorview Kids Foundations and the great work they do. We are thrilled that charitable proceeds from the 2010 RBC Canadian Open will help support such a critical children's rehabilitation hospital in Toronto."

As the event's local charity partner, Bloorview will be building a community-based fundraising campaign leveraged around their involvement with the 2010 RBC Canadian Open. The eight-week campaign will feature three tiers of fundraising activities including corporate gifts and private donations; a revenue sharing model tied to the sale of RBC Canadian Open corporate hospitality and bulk ticket packages; and charitable funds raised through prize and silent auction of RBC Canadian Open memorabilia and golf related experiences.

Over the coming weeks, Bloorview and the RBC Canadian Open will be making additional announcements highlighting the ongoing results of the campaign. As a key player in the local community, Bloorview is optimistic about its ability to draw on the generosity of its network of donors to achieve and surpass the joint fundraising goal of \$500,000 announced today.

The philanthropic platform of Canada's National Open Championship was based on a joint commitment between Golf Canada and RBC to generate \$5 million for charity over the first five years of RBC's sponsorship.

As an extension of the RBC Canadian Open's commitment to giving, the tournament selects a local charity partner to ensure that the event creates a lasting legacy in each year's host community.

In addition to the community charity partner, 2010 marks the second year for the Mike Weir Foundation as the national charity partner for the RBC Canadian Open. Charitable dollars for the Mike Weir Foundation are raised through the Mike Weir Charity Classic, a celebrity Pro-Am hosted on the Monday of tournament week.



You can enjoy the 101st Playing of the RBC Canadian Open and support a critical children's rehabilitation hospital in Toronto simply by purchasing a ticket to this year's event. For more details on the special VIP packages being offered by Bloorview, please call 416-424-3809.

#### **ABOUT BLOORVIEW KIDS FOUNDATION**

Bloorview Kids Foundation raises funds in the community for Bloorview Kids Rehab. Bloorview is Canada's largest children's rehabilitation hospital. Our vision is to create a world of possibility for kids with disability. We pioneer treatments, technologies, therapies and real-world programs that give children with disabilities the tools to participate fully in life. Every day, donor support enables Bloorview's world-class medical care, research and education programs to enrich the lives of thousands of children with disabilities and their families. For more information visit: [www.blooriewkidsfoundation.ca](http://www.blooriewkidsfoundation.ca).

#### **ABOUT THE 2010 RBC CANADIAN OPEN**

An exciting new era has arrived for Canada's national championship. Part of the FedEx Cup, stars of the PGA TOUR will compete for \$5.1 million (US) at the RBC Canadian Open, July 19th, 2010 at St. George's Golf and Country Club in Toronto. Established in 1904, the tournament is the third-oldest national open golf championship worldwide next to the British Open and the U.S. Open. The RBC Canadian Open is proudly sponsored by RBC, Bell, BMW Group Canada, Province of Ontario, TaylorMade adidas Golf, InterContinental Hotels Group, Southern Implants, C.F.F Stainless Steels, Transitions Optical, The Glenlivet, The Globe and Mail, Mike Weir Wines, Pepsi, Corona and Reader's Digest. For updated corporate hospitality, tickets, volunteer and sponsorship information please visit [www.rbccanadianopen.com](http://www.rbccanadianopen.com) or call 1-800-571-OPEN.

#### **RBC AND THE RBC CANADIAN OPEN**

In partnership with Golf Canada, RBC is the title sponsor of the RBC Canadian Open, the third oldest national golf championship worldwide, next only to the British Open and the U.S. Open. With a history of great players and premier fields, the RBC Canadian Open provides golf fans with the opportunity to experience the excitement of a world class event on Canadian soil. RBC also sponsors all levels of amateur sport, from grassroots programs in local communities to national sport organizations and elite-level athletes, and is Premier National Partner of the 2010 Olympic and Paralympic Winter Games.

#### **GOLF CANADA – YOU BELONG**

Golf Canada is a member-based organization governed by the Royal Canadian Golf Association (RCGA). Recognized by Sport Canada as the National Sport Organization (NSO) for golf in this country and representing more than 350,000 members and 1,600 golf clubs, Golf Canada is responsible for promoting participation in and a passion for the game of golf in Canada.

Golf Canada actively conducts championships, programs and services to help shape the present and future of golf in Canada. Canada's National Amateur Golf Team program, National Golf in Schools, Golf Fore the Cure, the Canadian Golf Hall of Fame and Museum and CN Future Links, Canada's national junior golf program, are only some of the initiatives the association leads for golf in Canada. As the authority for the game of golf in Canada, the association also administers the Rules of Golf and Amateur Status as well as Handicapping and Course Rating under the esteemed RCGA brand.

In addition, Golf Canada conducts Canada's most prestigious golf championships. The RBC Canadian Open and CN Canadian Women's Open attract the best professional golfers in the world, while regional junior and national amateur championships provide world class competitive opportunities for Canada's top golfers to showcase their talents.

For more information about what Golf Canada is doing to support golf in your community, visit us online at [www.golfcanada.ca](http://www.golfcanada.ca).

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