



RBC FINANCIAL GROUP

RBC helps bring long-awaited live cricket match to Canada

TORONTO, Jan. 30 /CNW/ - RBC Financial Group today announced its premier sponsorship of the March 3 "Legends of Cricket Live" event at Toronto's Rogers Centre between world-class cricket stars from Pakistan and India. This event gives cricket fans in Toronto, and across Canada, the first chance in years to attend an all-star international match.

"We're excited by this opportunity to bring international cricket to fans in Canada," said Mark Whitmell, RBC's director, cultural markets. "Cricket is a sport that is followed passionately around the world and live matches of this magnitude in Canada are few and far between. With so many cricket fans in the Greater Toronto Area, this sponsorship gives RBC an opportunity to connect and support our diverse community base, while raising awareness of cricket in Canada."

Named as presenting sponsor, RBC's support will be visible everywhere.

RBC is working with **Asian Television Network (ATN)**, Canada's largest South Asian television network, to broadcast the game to cricket lovers across Canada.