



For immediate release

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Game on! Triple O's launches KidSport promotion to help put B.C. kids on the roster

Every \$1 donation from June 14 to 27 will support athletic fees for children from 38 communities

BRITISH COLUMBIA – As young athletes gear up for their first game of the season, new teammates from 38 B.C. communities are poised to slide into the starting lineups. To celebrate their first ever charity partnership, Triple O's is launching a two-week promotion at its 30 participating locations across the province to raise funds for KidSport. From June 14 to 27, guests will be asked to donate \$1 or more when ordering their favourite Triple O's menu items. Money raised will cover the costs necessary for financially underprivileged children to participate in organized sports this season.

"We strongly believe that every child in B.C. should have the opportunity to shoot hoops, kick field goals, throw curveballs and engage with other kids in their communities through sport," said Cathy Tostenson, VP of marketing for Triple O's. "This promotion is Triple O's way of getting kids off the sidelines and onto the field – KidSport is an excellent organization with a track record of helping young athletes to develop and reach their goals."

Established by Sport BC in 1993, KidSport has enabled 300,000 children to participate in sports activities across the country. With 38 community chapters in B.C., KidSport has helped children from all corners of the province register for a dynamic variety of sports from hockey and gymnastics to baseball and lacrosse. Money raised at each of the 30 Triple O's locations will go to the nearest KidSport chapter, ensuring that local children will benefit from their community's fundraising efforts.

"Every year, KidSport sees an increase in applications that matches the rising cost of sport in B.C.," said Rick Christiaanse, Sport BC's Executive VP. "With the help of local organizations such as Triple O's, KidSport is able to give children across the province the opportunity to learn valuable life skills that are crucial to the health of our communities."

Tweet to give

In addition to the in-store promotion, customers can help raise money for KidSport by visiting Triple O's on Twitter at <http://twitter.com/TripleOs> from June 14 to 27. For every re-tweet of the promotional details, Triple O's will donate an extra \$1 to KidSport. Help us raise an extra \$2,500 for this outstanding cause!

About Triple O's

Vancouver-based Triple O's restaurants, a division of White Spot Limited, now has over 50 quick service locations throughout B.C., Alberta and Asia. Triple O's can be found in Chevron gas stations, select BC Ferries, Science World, GM Place, the PNE, SFU and Douglas College in addition to other free standing locations. Triple O's locations boast a subtly retro décor and feature premium burgers, fresh chipped French fries and classic milkshakes served to meet the speed of today's busy lifestyle. For more information on Triple O's please visit www.tripleos.com.

About KidSport

KidSport is a community-based sports funding program that provides grants for financially disadvantaged children ages 6 to 18 to participate in amateur sport and learn valuable life lessons and skills. For more information about KidSport and how you can help in your community, please visit www.kidsport.ca.

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For information on participating Triple O's locations or to schedule an interview, please contact:

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