

For Immediate Release
06-035

June 23, 2006

BC FERRIES ANNOUNCES MULTI-YEAR PARTNERSHIP WITH BC LIONS FOOTBALL CLUB

VICTORIA – As an exciting season gets underway, BC Ferries will help cheer on the BC Lions every time they score. As an official sponsor, the familiar west coast sound of the Ship's Whistle will resonate throughout BC Place with every BC Lions' touchdown and field goal.

"We're excited to have BC Ferries as our partner. BC Ferries is truly an iconic part of our west coast lifestyle", said Bob Ackles, President of the BC Lions. "They deliver "Life on the Coast" and this partnership will assist us in deepening the Lions' relationship with British Columbia's island communities."

BC Ferries is also a proud supporter of Sport BC's KidSport™, a program for children that helps remove financial barriers to participation in organized sport. At each BC Lions home game a child from a KidSport team will be named "Kids Captain". This individual and their family will be seated in the BC Ferries' Captain's Deck at BC Place working with "The Captain", BC Ferries lively seagull mascot to sound the horn in celebration.

"Both BC Lions and BC Ferries are symbols of life on the coast", said David L. Hahn, BC Ferries' President and CEO. "By launching this partnership with the football club, we can help promote children's organized sport and recreation in coastal communities".

Sport BC's member organizations and their member clubs are eligible for ferry travel assistance through a joint program, *Sporting Life on the Coast*. Athletes, coaches and officials can apply through Sport BC. BC Ferries also donates a portion of special meals sold on its vessels directly to KidSport.

As the official ferry transportation for the BC Lions, BC Ferries will carry many fans from Vancouver Island, the Sunshine Coast and the Gulf Islands to and from the games. This summer, BC Ferries has announced several key partnerships with local attractions and events, working closely with B.C. communities in celebrating *Life on the Coast*.

- 30 -

Media Contact:
BC Ferries, Communications
Victoria: (250) 978-1267

Customer Contact:
Victoria: (250) 386-3431
Toll-free: 1-888-BCFERRY (1-888-223-3779)