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### PHOTO OPPORTUNITY

**Capital One Bank Volunteers to Plant Trees in Martin Luther King, Jr., Area**  
*Event in David Raines Park supports Mayor Ollie Tyler's  
anti-litter campaign and is part of bank's month-long series of volunteer activities*

Shreveport – During the month of October, Capital One Bank associates in Shreveport-Bossier are banding together to support local nonprofits and help meet the needs of the community. As part of this effort — and to support Shreveport Mayor Ollie Tyler's 'Don't Be Trashy. Keep It Classy. Shreveport is Home.' initiative -- local Capital One Bank associates will clean up the park and paint pavilions, tables and park benches. In addition Capital One, through a grant to Shreveport Green, will provide some new trees and shrubs at the David Raines Park in the Martin Luther King, Jr., neighborhood. This Capital One Bank activity in Shreveport is one of more than 30 volunteer projects with nonprofits across Louisiana during the month.

In addition to the activity at David Raines Park, each of Capital One Bank's 11 Shreveport branches has "adopted a spot" to keep clean on a weekly basis. "We would like to challenge other businesses to do the same," says Rick Larsen, North Louisiana Market President for Capital One Bank. "Together, we can make a difference."

**WHAT:** Capital One Bank associates will plant trees, clean up the park and paint pavilions, tables and park benches in the Martin Luther King, Jr., Area, home of Capital One's local Place-Based Initiative (MLK PBI).

**WHERE:** David Raines Park  
2920 Round Grove Ln  
Shreveport, LA 71107

**WHEN:** Friday, Oct. 16, 2015  
8 a.m. – Noon  
Note: Mayor Tyler will be at the park at 8 a.m. for a short time. Capital One North Louisiana Market President Rick Larsen will attend and also be available for interviews.

**WHO:** Capital One Bank Associates from Shreveport-Bossier/Shreveport Green

**WHY:** Through an approach called “Investing for Good,” Capital One Bank is committed to delivering core banking services along with specialized community development, philanthropic and volunteer support to generate lasting, local community impact and valuable business results. These volunteer activities demonstrate Capital One Bank’s longstanding commitment to programs that improve the local communities of Louisiana.

Capital One Bank’s Martin Luther King, Jr., Neighborhood Place-Based Initiative (MLK PBI) is a multi-faceted community revitalization project created by Capital One Bank to serve as a catalyst for the redevelopment of the MLK neighborhood of Shreveport. The MLK PBI represents a strategic investment by Capital One Bank to enhance and expand economic opportunities for families and businesses in the MLK neighborhood.

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**Capital One Bank Encourages Local Businesses to ‘Adopt-A-Spot’ and Keep Shreveport Clean**



As part of Mayor Ollie Tyler’s “Don’t be Trashy. Keep it Classy. Shreveport is Home.” initiative, 11 Capital One Bank branches in Shreveport have adopted a “spot” to clean each week. Capital One Bank volunteers are also encouraging other local businesses to organize community cleanups throughout the year to keep Shreveport clean and beautiful.

### **About Capital One**

Capital One Financial Corporation, headquartered in McLean, Virginia, is a Fortune 500 company with branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia, and the District of Columbia. Its subsidiaries, Capital One, N.A. and Capital One Bank (USA), N. A., offer a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Capital One applies the same principles of innovation, collaboration and empowerment in its commitment to its communities across the country that it does in its business. Capital One recognizes that helping to build strong and healthy communities -- good places to work, good places to do business and good places to raise families -- benefits us all, and Capital One is proud to support this and other community initiatives.

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