

TD Friends of the Environment Foundation Shows Canadians Cleaning Up Can Mean Shipping Out

New contest encourages Canadians to volunteer for the 15th annual TD Great Canadian Shoreline Cleanup for a chance to win an exclusive sailing expedition

TORONTO—July 14, 2008—Salty sea air, fresh local cuisine and leisurely days filled with cycling and kayaking during a sailing trip to some of the most beautiful regions of this great country. This is just a taste of the experience to come for the grand prize winner in TD Friends of the Environment Foundation's (TD FEF) new nation-wide contest. In an effort to encourage Canadians to register for the 15th annual TD Great Canadian Shoreline Cleanup, all volunteers who register prior to the August 31st deadline will be automatically entered for a grand prize draw for a trip for two on a stunning Canadian sailing expedition.

"Last year we set records; over 50,000 volunteers helped remove more than 87,000 kilograms of garbage from Canada's shorelines, waterways and lakes, but there's still more work to be done," said Roger St. Louis, Regional Manager, TD Friends of the Environment Foundation. "We want this year's cleanup to surpass these records, which is what we hope the contest will help us achieve. The more volunteers we register, the more shorelines we can clean, making our waters cleaner and safer for generations to come."

The grand prize draw will be held on September 12th and the winner will have a choice of one of six Canadian sailing expeditions valued between \$8,000 to \$11,000. All packages feature a hands-on sail training program, guest lectures and entertainers and access to the ship's bikes and sea kayaks. Air transportation to and from the departure and arrival cities of each expedition and ground transportation between ship and airport are also included. The packages' destinations span Quebec to the Maritimes:

1. Halifax to Québec

- A trip for two for ten days/nine nights to Halifax, Canso, Charlottetown, Gaspé, Baie-Comeau, Tadoussac, Québec City

2. Québec Maritime

- A trip for two for seven days/six nights to Québec City, Tadoussac, Saguenay, L'Anse-Saint-Jean, L'Île aux Lièvres, La Malbaie, Grosse Île

3. Québec to Newfoundland

- A trip for two for ten days/nine nights to Québec City, Tadoussac, Baie-Comeau, Anticosti, Havre-Saint-Pierre, Mingan Archipelago, Gros Morne, Cornerbrook

4. Fjords, Bays and Tickle-Newfoundland

- A trip for two for seven days/six nights

5. Newfoundland to Nova Scotia

- A trip for two for seven days/six nights to Cornerbrook, Îles de la Madeleine, Brudenell, Canso, Halifax

6. Lighthouses & Coastal Colours

- A trip for two for seven days/six nights to Halifax, Port Mouton, Liverpool, La Have, Lunenburg, Mahone Bay, South Shore

To register as a volunteer and to enter the contest, visit www.vanaqua.org/cleanup. Full contest rules are available on the website. Canadians are also invited to become a fan of the TD Great Canadian Shoreline Cleanup page on Facebook and post their favourite sailing pictures via the Flickr application – to post pictures through a Flickr account, the group page can be found under *TD Great Canadian Shoreline Cleanup Sailing*.

In addition to the contest, TD Bank Financial Group is launching a multi-media marketing campaign to promote this year's TD Great Canadian Shoreline Cleanup. Targeting environmentally-conscious Canadians, ads will appear in the Globe & Mail, commuter papers and magazines including Time, Maclean's, National Geographic, L'Actualité and Chatelaine. The creative is primarily in TD's iconic green, featuring a frog in a pond and copy that calls viewers to action. The ads will also appear in transit shelters, targeting specific shoreline cleanup locations and online. FCB developed the creative, and The Media Company is handling the ad buy.

About TD Great Canadian Shoreline Cleanup

The TD Great Canadian Shoreline Cleanup is a conservation program of the Vancouver Aquarium and TD Bank Financial Group has been a proud sponsor of the TD Great Canadian Shoreline Cleanup through its environmental foundation, TD Friends of the Environment Foundation, for more than 12 years. In 2002, TD Bank Financial Group became the program's title sponsor. In 2007, a record-breaking 50,000 volunteers participated in the national cleanup and removed 87,489 kilograms of litter from 1,240 sites spanning a collective distance of 1,722 kilometres. The cleanup is now in its 15th year, and the TD Great Canadian Shoreline Cleanup in 2008 runs from September 20-28. To register, visit www.vanaqua.org/cleanup.

About TD Friends of the Environment Foundation (TD FEF)

Since 1990, TD FEF has provided \$45 million in funding to over 17,000 grassroots environment and wildlife projects across Canada. In 2007, FEF provided \$3 million in support of 830 projects. Thousands of TD customers and employees donate to TD FEF on a monthly basis and TD Bank Financial Group contributes in excess of \$1 million annually. TD also covers the management costs of running TD FEF; this ensures 100 percent of every dollar donated goes directly to funding environment and wildlife projects in the community where the donation was made. For more information please visit www.fef.ca.

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For more information:

Annette Robertson
MAVERICK Public Relations for TD Bank Financial Group
416-640-5525 ext. 231
annetter@maverickpr.com