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**Canadians Shred Together to Fight Identity Theft and Fraud**

*Capital One and Shred-it team up for second annual National Canadian Community Shred® event to encourage action and awareness on a growing threat*

**Toronto, ON** – Capital One and Shred-it are marking the end of Fraud Prevention Month by holding the second annual National Canadian Community Shred® on Saturday, March 31 from 10:00AM to 2:00PM (local time) throughout the country. Securely shredding personal information is a key step individuals can take to prevent becoming victims of identity theft. With nearly 30 local shred events in more than 20 cities, Capital One and Shred-it are committed to educating Canadians about fraud and identity theft and hope to empower them through awareness. Consumers are encouraged to bring all the unwanted personal documents they can carry for free shredding by Shred-it and get tips and resources on how to guard against these crimes. Consumer participation in the Community Shred® event will also benefit SeniorBusters – an organization that offers support to older Canadians about fraud and identity theft – through a donation from Capital One based on the total amount of documents shredded at events nationwide.

“Shred-it, a Securit company, is in the business of information security. Today more than ever, companies and individuals have to make sure their vital information is protected,” says Greg Brophy, CEO and President of Securit. “We are pleased to send our shredding trucks into the community to provide Canadians with free access to the best in secure document destruction.”

“The best way to fight fraud is to mobilize and educate the entire community so that criminals know they are not welcome,” says Bill Cilluffo, President of Capital One Canada. “Capital One is committed to educating the public on the safe and responsible use of credit, and we are proud to be part of this community event.”

Identity theft is the fastest growing form of consumer fraud in North America. From 2002-2006 there were 54,920 identity theft victims reported to PhoneBusters – the Canadian Anti-Fraud Call Centre – totalling \$77.4 million in losses. These figures represent an average of 10,984 victims per year.

The 2006 Community Shred<sup>®</sup> event attracted thousands of Canadians who brought more than 75,000 kilograms (166,022 lbs) of documents to be securely shredded and recycled by Shred-it. This year's event is projected to be even bigger with more locations and public participation.

### **Nickel-a-Kilo Challenge Raises Money for SeniorBusters**

Adding to the public benefits of the 2007 event, Capital One is donating a nickel for every kilo of documents shredded to SeniorBusters. SeniorBusters is an all volunteer group of seniors that lend their time and support to PhoneBusters by counselling senior victims of identity theft/fraud throughout North America and helping raise awareness among a vulnerable group of the population that are so often the target of criminals.

For more information on the Canadian National Community Shred<sup>®</sup> event including a list of locations of all events nationwide please visit: [www.shredit.com/communityShred.asp](http://www.shredit.com/communityShred.asp).

### **About Capital One**

Located in Toronto, Ontario, Capital One has offered Canadian consumers a range of competitive MasterCard<sup>®</sup> credit cards since 1996, when the company first introduced the Platinum MasterCard<sup>®</sup> in Canada. Capital One Canada is a division of Capital One Bank, a subsidiary of Capital One Financial Corporation of McLean, Virginia (NYSE: COF).

### **About Securit**

Securit is the world's leading information security company; an international success story with a network of more than 140 branches and 2,600 employees serving 150,000 customers in 16 countries. Securit provides integrated information security solutions that manage and mitigate risk for our clients. Securit Records Management, Securit Data Protection, and Shred-it Document Destruction are Securit companies. For more information please visit [www.securit.com](http://www.securit.com).