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Capital One Bank Announces Bayou Classic Business Plan Competition
*Cash prizes totaling \$60,000 will be awarded at
small business growth plan competition held in conjunction with the
41st 2014 Bayou Classic*

New Orleans (Oct. 9, 2014) – Capital One Bank, in partnership with the 41st Annual Bayou Classic, today announced the 2014 Capital One Bank Bayou Classic Business Plan Competition, a small business growth plan competition that is being held in conjunction with the 2014 Bayou Classic series of events.

The purpose of the Capital One Bank Bayou Classic Business Plan Competition, which will award a total of \$60,000 in cash prizes, is to help small businesses in Louisiana grow and create jobs. The competition will feature two categories: Category No. 1 will be for businesses with annual revenues of less than \$250,000, and Category No. 2 will be for businesses with annual revenues of between \$250,000 and \$1 million.

Finalists in the statewide competition for both categories will make an oral presentation at the Capital One Bank Bayou Classic Business Growth Plan Competition on Nov. 28, before the winners are announced on the field during the nationally televised Bayou Classic football game Nov. 29. Each category winner will receive a cash prize of \$25,000. The businesses finishing in second place will each receive a cash prize of \$5,000.

“At Capital One Bank, we are committed to *Investing for Good* in Louisiana communities, connecting our company’s people and financial resources to education, financial literacy and small business and workforce development,” said Rob Stuart, Capital One Bank Louisiana State President. “The Bayou Classic is a Louisiana tradition, and the Capital One Bank Bayou Classic Business Plan Competition is a great example of how Capital One brings Investing for Good to life for small businesses in Louisiana. We’re pleased to partner with Louisiana SBDC, ACCION Louisiana and Money Management International to offer this competition and support the Bayou Classic.”

“We are excited to have Capital One Bank as part of the 41st Annual Bayou Classic this year,” said Dottie Belletto, President of New Orleans Convention Company, Inc., the management firm of the 41st Annual Bayou

Classic. “The Capital One Bank Bayou Classic Business Plan Competition continues to build the business opportunities available to entrepreneurs at Bayou Classic. The Bayou Classic events are more than just a football game, but an opportunity to support and grow the business community through multiple opportunities -- with this new Capital One Bank program being the pinnacle at this year’s series of events.”

To be eligible for the competition, businesses and their owners must meet the following criteria:

- Have annual revenues of less than \$250,000, to compete in category No. 1, or between \$250,000 and \$1 million, to compete in category No. 2.
- Be based in Louisiana.
- Have owned the business since before Oct. 31, 2013.
- Applicants must attend one of two business development workshops offered on Oct. 24 or Oct. 25 in any of the following Louisiana cities: Baton Rouge, New Orleans or Shreveport. The training dates and locations for the three cities are:

- **Greater New Orleans**

- 9 a.m.-1 p.m., October 24
- Louisiana Small Business Development Center
- 3330 N. Causeway Blvd., Rm. 317
- Metairie, LA 70002 (parking is free)

OR

- 9a.m. – 1 p.m., October 25
- Xavier University of Louisiana, Convocation Center Annex , Room 111
- At the corner of Fern and Washington, 3775 Fern Street
- New Orleans, LA 70125

- **Shreveport**

- 9 a.m.-1 p.m., October 24 – CoHabitat Foundation
- 500 Clyde Fant Parkway
- Shreveport, LA 71101

OR

- 9 a.m.-1 p.m., October 25 – Convention Center
- 400 Caddo Street
- Shreveport, LA 71101

- **Baton Rouge**

- 9 a.m.-1 p.m., October 24
- American Red Cross
- 4655 Sherwood Common Blvd.
- Baton Rouge, LA 70816

OR

- 9 a.m.-1 p.m., October 25 – Louisiana Small Business Development Center
- 616 Harding Boulevard
- Baton Rouge, LA 70807

Email BayouClassicBusinessChallenge@capitalone.com for more information on training times and locations.

- Submit a letter of intent by Oct. 31, 2014.
- Submit a business growth plan by November 7, 2014.

Capital One bank officials and area university business faculty will judge business growth plans at the regional level and select 12 businesses to go on to the competition in both categories at the downtown Hyatt Regency Hotel on Nov. 28, the day before the annual Bayou Classic football game. During that competition, each contender will make an oral presentation in front of a panel of community and business leaders. The cash awards will go to the owners of the businesses whose plans and presentations are judged by the panel to be the most creative, innovative and likely to succeed in growing their business and creating jobs in Louisiana.

To learn more about the competition, eligible business owners should contact Capital One Bank by email at BayouClassicBusinessChallenge@capitalone.com. No purchase is necessary to enter or win. A purchase does not improve your chances of winning.

About Capital One

Capital One Financial Corporation (www.capitalone.com) is a financial holding company whose subsidiaries, which include Capital One, N.A., and Capital One Bank (USA), N. A., had \$205.9 billion in deposits and \$298.3 billion in total assets as of June 30, 2014. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients through a variety of channels. Capital One, N.A. has approximately 900 branch locations primarily in Louisiana, Texas, New York, New Jersey, Maryland, Virginia and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

About the Bayou Classic

The Bayou Classic (www.mybayouclassic.com) features one of America's greatest college sports rivalries, bringing the fans and alumni of Southern University and Grambling State University to New Orleans for a celebration of football, family and the traditions and pageantry surrounding Historically Black Colleges and Universities. Proceeds from the annual series of Bayou Classic events provide support to the campuses' athletic programs and fund scholarships through the SU System Foundation and the GSU Foundation.

The 41st Annual Bayou Classic is supported by the following organizations – The Louisiana Office of Tourism, Louisiana Office of Culture Recreation & Tourism and Lt. Governor Jay Dardenne; MillerCoors; US Marine Corps; Capital One Bank; McDonalds; The Coca-Cola Company; The Home Depot; Cox Louisiana; CH2MHILL; Amtrak; Entergy; US Army; Baumer Foods & Crystal Hot Sauce; Visit Baton Rouge; AARP; The French Market Corporation; The New Orleans Tourism Marketing Corporation; The New Orleans Convention and Visitors Bureau; Driven Golf; Enterprise Holdings; The Mercedes-Benz Superdome; New Orleans Regional Black Chamber of Commerce; Louisiana Highway Safety Commission; Greater New Orleans Hotel & Lodging Association; B3 Consulting; Doc Griggs; Verizon; Essence; Acadian Ambulance; New Orleans Multicultural Tourism Network; Downtown Development District; Sidewise Brand Storytelling; The Advocate & The New Orleans Advocate; WDSU; Dianne Andrews Black & White; Press Box to Press Row; Clear Channel Media and Entertainment & Q93.