



Where the World is Won

WINNIPEG 2003 FORD WORLD CURLING CHAMPIONSHIPS

FALL 2002 NEWS RELEASE

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FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION,
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ROARING GAME READY TO ROAR IN WINNIPEG

(Winnipeg) With six months and counting until the first rock is thrown at Winnipeg Arena for the start of the 2003 Ford World Curling Championships, the event is shaping up to be another world class success, according to Zivan Saper, President of the Organizing Committee.

"It's referred to as the *roaring game*. We expect that it will be the roar of a large, supportive crowd that will make the difference in Winnipeg next April", Saper said. "Our premium seats are selling very fast. To this point in time we have sold nearly 60,000 seats for the nine day event, which represents roughly one-third of our goal". This, in Saper's view is a comfortable place to be, as the very popular weekend packages haven't been released yet. "When we launch the weekenders in November, the meter will shoot up very quickly as these packages appeal to both local and out-of-town curling fans".

In addition to ticket sales, Saper identified corporate sponsorship as the other key revenue stream and announced that the local corporate sponsor program has been progressing steadily with Casinos of Winnipeg leading the way as Presenting Sponsor. To date, a total of 24 event sponsors have signed on, including five media partners.

Roy Sinclair, President of the World Curling Federation was in Winnipeg today to attend a celebrity golf event and news conference, and echoed Saper's optimism. "Winnipeg and curling are synonymous with success. In 1991, Winnipeg charted a new course for this event with the job they did and we have every confidence that this will again be the case next April".

Sinclair added that curling in Europe and other parts of the world is at an all time high and this bodes well for the event. "With the success that teams outside of North America enjoyed last year at the Olympics and the Ford Worlds, there is a growing feeling of confidence. This cannot do anything but elevate the quality of competition and the excitement in the building".

An exciting enhancement for the 2003 Championships that curling fans can look forward to is the location of the entertainment venue. The *Extra End Pub* will be a 40,000 square foot facility, erected within the confines of Canad Inns Stadium, directly across the street from Winnipeg Arena and will accommodate more than 3,000 people. The *Extra End Pub* will feature live entertainment each day and night with state-of-the-art sound, light and staging, and will also be the site of a pre-event kick-off party on Friday, April 4, featuring a top Canadian touring band.

Current World Curling champion and Winnipeg native, David Nedohin was also in attendance and expressed great enthusiasm about the Ford Worlds in Winnipeg. "As a member of the defending men's championship team, I'm very excited about the upcoming season. Being able to come home next April and duplicate that feat would be the ultimate icing on the cake".

The Ford World Curling Championships will be played at the Winnipeg Arena from April 5 – 13, 2003. Full event ticket packages are priced from \$250 to \$500 and are available at Select-a-Seat (204-780-SEAT). Weekend packages will be released in November.



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A Salute to our Corporate Sponsors

Our corporate partnerships are vital to the overall success of the 2003 Ford World Curling Championships.

(OFFICIAL SPONSORS as of September 20, 2002)

Presenting

Casinos of Winnipeg

Diamond Media

Winnipeg Free Press

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TSN

Media Partners

Global TV
CJOB / Power 97
QX 104 FM
Pattison Outdoor

Silver

BW Imaging
Canad Inns
MicroAge Computer Centres
Toromont Cimco Refrigeration
Manitoba Blue Cross
Midcanada Production Services

Gold

IKON Office Solutions
Labatt
Manitoba Hydro
Monsanto Canada Inc.
The Pepsi Bottling Group
True Value Hardware

Bronze

Meyers Norris Penny
Ceridian
Prosperity Knitwear Limited
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FACT SHEET

- Type of Event:** The 2003 Ford World Curling Championships will bring together the top 10 Men's and Top 10 Women's teams who will represent their country in this major curling event.
- Venue:** The Championships will take place at the Winnipeg Arena.
- Dates:** Saturday, April 5 to Sunday, April 13, 2003. Opening Ceremonies will take place at the Winnipeg Arena on Friday, April 4, 2003.
- History:** The last time the World Curling Championships were held in Winnipeg was in 1991. The Brier, the Men's Canadian Curling Championship, was held in Winnipeg in 1998. In addition, Brandon, Manitoba hosted the 1995 World Championships.
- Attendance:** The event is expected to attract a cumulative audience of approximately 175,000 people over the 23 draws. Most of the visitors to this event will be from the United States and Europe and other parts of Canada. There will also be other countries represented. (In previous championships teams have participated from Australia, New Zealand and Japan.)
- Profit Distribution:** Any profits realized from the 2003 Ford World Curling Championships will be placed in the Manitoba Curling Foundation. Established in 1992, the foundation's mandate is to fund the promotion and development of curling throughout the Province of Manitoba.
- Media Coverage:** All draws will be televised. TSN will cover the event up to and including the semi finals. Both finals will be televised by CBC.
- Economic Impact:** The economic impact on Winnipeg and Manitoba is estimated to be \$12,000,000 of gross economic activity.
- Volunteers:** Approximately 1000 volunteers have been recruited to assist with the event.



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CURLING PROFILE

- Curling in Canada is very popular! There are over 1,250 curling clubs in Canada.
- Over 1.2 million Canadians participate in the sport each winter.
- Demographics for curling participants include 77% between the ages of 25 & 64; average household income \$61,752+ per year; 44% have personal incomes greater than \$35,000 per year; 52% have some university education; 28% are managers, owners or professionals; participation is 58% male and 42% female ... all above the Canadian norm. (Source: PMB)
- Curling enjoys tremendous public profile in Canada. Each winter TSN and CBC televise more than 200 hours of curling on national television. Over 3.4 million Canadians watch curling.
- Keith Pelley, VP of Programming for TSN identified Curling as the #1 rated sport – amateur or professional – on the TSN network. (Winnipeg Free Press – March 15, 1998)
- Demographics for curling viewers include: 81% between the ages of 25 & 64; average household income \$62,485+ per year; 46% have personal incomes greater than \$35,000 per year; 56% have some university education; 25% are managers, owners or professionals; viewers are 58% male and 42% female. (Source: PMB)
- Curling is an official Olympic Sport, having made a very successful debut at the 1998 Winter Olympic Games in Nagano, Japan.



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Draw Times

Round-robin (Saturday, April 5 to Thursday, April 10, 2003)

Morning draws	8:00 a.m.
Afternoon draws	1:00 p.m.
Evening draws	6:00 p.m.

Tie-Breakers

One tie-breaker draw	Friday – 8:00 a.m.
Two tie-breaker draws	Friday – 8:00 a.m. and 1:00 p.m.
Three tie-breaker draws	Thursday – 9:30 p.m. Friday – 8:00 a.m. and 1:00 p.m.

Both Women's semi-final games	Friday – 6:00 p.m.
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Both men's semi-final games and women's Bronze medal game	Saturday – 8:00 a.m.
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Women's Final	Saturday – 12:30 p.m.
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Men's Bronze medal game	Sunday – 8:00 a.m.
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Men's Final	Sunday – 12:30 p.m.
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