



# FORD WORLD CURLING CHAMPIONSHIPS

Presented by CASINOS OF WINNIPEG

April 5, 2003 to April 13, 2003



Issue 2 - Volunteer Newsletter

October 2002



## **President's Message**

**Zivan Saper, President**

We're already into October - hopefully everyone has enjoyed a wonderful summer!

Preparations for the 2003 Ford World Curling Championships did not take a summer vacation! We have made good progress in our marketing and financial planning.

AMG (Alliance Marketing Group) has been hard at work and successful in securing event sponsorships. We can now anticipate selling all of our sponsorship levels. Over the summer ticket sales have been straggling in. But there has been considerable effort directed to the development of an aggressive ticket marketing strategy.

Summertime has also allowed us to develop our financial budget. Our success will be directly related to the achievement of our revenue targets, and appropriate financial controls managing our expenses.

The financial success that we hope to achieve will not be possible without the many hours of effort that will be provided by our volunteers.

In June, Jerome our Event Coordinator resigned. Fortunately with the dedicated hard work of Dorcas and Lucille we didn't miss a beat! August saw the addition of Martin Buchwald as the Event Coordinator.

Through the efforts of our Executive Committee and office staff over the summer, we enter the final 6 months well prepared.

Volunteer registrations have exceeded all expectations. To date there have been 1000+ volunteer assignments to specific committees.

A lot has been done and much is left to do! I am confident with the commitment and dedicated support of our volunteers we will be ready for April when we host the 2003 Ford World Curling Championships.



## **Our New Event Coordinator**

**Martin Buchwald**

Let me take this opportunity to introduce myself as your new event coordinator for the 2003 Ford World Curling Championships. I started in the office on

August 1<sup>st</sup>. With the summer period being relatively quiet, it has provided me with the opportunity to get up to speed on the planning and preparation to date, understanding the committee structure and processes in place. Although this presented quite a challenge, my task has been made easier with the help of Dorcas, Zivan, the Vice-Presidents and others.

In terms of my own background, I graduated from the University of Manitoba with a degree in architecture and spent close to 20 years in private practice. For the last eighteen years prior to selling the business in the Fall of 2001, I owned and operated the Manitoba franchise of Priority Management, an international training and development company specializing in personal productivity and effectiveness. I am looking forward to bringing these varied skills to the 2003 Ford World Championships coordinator position.

My curling experience goes back to high school and juniors at the Maple Leaf Curling Club. I still manage to curl once a week as time permits. In the past I have served on the MCA Council and as a volunteer on the 1978 Silver Broom Committee.

With this issue of the newsletter focussed on the reports of the Vice-Presidents I will leave the updates on the activities to them. I would, however, like to touch upon just a few highlights.

### **Ticket Sales**

As of this writing over 2,400 event packages have been sold consisting of Select-a-Seat sales, sponsorships, and groups. This represents over 59,000 tickets or approximately 1/3 of

*continued on page 3*

## **Sorry We're Late...**

We wanted to get this newsletter out earlier, but we decided to publish it closer to our first volunteer rally. Mark your Calendars for October 21<sup>st</sup>. More info regarding the rally in this newsletter...

## Presenting

Casinos of Winnipeg

## Diamond Media

Winnipeg Free Press

## Broadcast Partner

TSN

## Media Partners

Global TV  
CJOB / Power 97  
QX 104 FM  
Pattison Outdoor

## Gold

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

## Silver

BW Imaging  
Canad Inns  
MicroAge Technology Services  
Toromont Cimco Refrigeration  
Manitoba Blue Cross  
Midcanada Production Services  
Manitoba Public Insurance

## Bronze

Meyers Norris Penny  
Ceridian  
Prosperity Knitwear Limited  
Shopper's Optical  
Creative Display

## Friends

Cunningham Business Interiors Ltd.  
J B's Trophy & Award Mfg.  
Larters at St. Andrews Golf & Country Club  
Rady Jewish Community Centre  
Danli Promotions Inc.  
Jet Ice  
Pacesetter

## Uniform Fittings



To date we have approximately 900 out of the 1,000-plus volunteers fitted. The final fitting will be at the October 21st Volunteer Rally.

# 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.



## Report from Business

**John Helston – Vice President**

Between golf and beaching, your Marketing Team comprising of our World Office on Portage Avenue, Alliance Marketing Group, Russ Wookey, Bill Hodgson and myself have been meeting, planning and having some degree of success.

At the time of writing this article, Russ Wookey as chair of the Golf Day is heading up a group to involve media locally, nationally and internationally. Invitations have been sent to all of our existing sponsors and potential sponsors. The objective is to have 72 participants at Larters at St. Andrews Golf & Country Club on September 24, 2002. In an effort to raise the awareness of our event, a number of curling celebrities will be attending. Among them will be fan favourite Guy Hemmings (1998 Brier fame) and current World Champion David Nedohin.

Sponsors will be recognized at a Media Conference immediately following the golf and this will be followed by a dinner. This will be a great opportunity to thank them for their support and have a little

fun. As well at the Media Conference, there will be the unveiling of the official logo with Ford in attendance. Cathy Gauthier will be our MC.

The 2003 Ford Worlds Tickets chairman, Bill Hodgson has been diligently putting together a team to address the corporate community. Business sectors have been segmented and team leaders will be calling these people to encourage group ticket sales. To tie in with sales promotion, an advertising schedule has been developed. Radio, television and print will be utilized this fall and early in 2003 at major events for this purpose.

The AMG team has been approaching local and national sponsors to participate in the 2003 Ford World Curling Championships. They have been very successful engaging major sponsorship. We are pleased to announce that The Casinos of Winnipeg recently agreed to be the event's Presenting Sponsor. They will be very visible through the many promotions they have planned and the recognition they will be given through this exclusive arrangement. The committee is pleased to also have many additional sponsors participating. As the sponsors are announced we encourage all of our volunteers to support them.

In addition to sales and promotion of the event, the Marketing Team recently

seconded Resby Coutts to assist in communicating to all the curling clubs in Manitoba. He will accomplish this through a captain at the club level. The responsibility of the captain will be to flow through information coming out of the 2003 Ford World Office regarding upcoming events, monitor club participation and most importantly assist people in understanding how much fun this event can be. Look for the 2003 information bulletins. At the time of writing, Resby did not have a full compliment of captains, so please give him a call @ 925-5723 if you are interested in helping out.

The Marketing Team has sold the 12 luxury tables that will be located in the north end of the Winnipeg Arena. Companies and individuals who have purchased these tables will receive special treatment while attending draws. Food and beverage service, plus being close to the ice surface and players, make these tables very special for curling enthusiasts.

I have been somewhat longwinded in this message, but felt it was important that the volunteers understood what our small committee really does. Thank you to all volunteers and hopefully I get to meet a few new friends leading up to and during the Championships.

## Our New Event Coordinator

*continued from page 1*

our budgeted goal. With the launch of our Fall Marketing campaign we expect the momentum to build. If you haven't already done so, or know of others who may be interested, I would urge you to get your tickets while good seats are still available.

### Sponsorships

A lot of our time has been spent working closely with the Business Committee chaired by John Helston along with Chris, Joan, Rod and the team at the Alliance Marketing Group. As of September 1<sup>st</sup> Ellen MacDonald has come on board with

AMG to be our Sponsorship Fulfillment Administrator. We are also working hard on finalizing the necessary government support and hope to have more to report on this soon.

In closing, I want to personally welcome all of you as volunteers for the 2003 Ford World Curling Championships and look forward to meeting many of you at the volunteer rally on Monday October 21<sup>st</sup>. If we can be of assistance or you require information please feel to call the office at 927 2875 or by E-Mail at dorcas@wcc2003.ca. I can be reached at 927-2870, or by E-Mail at mbuchwald@wcc2003.ca

## Golf Shirts

Einar Hansen, Chairperson of Souvenirs will be taking orders for Golf Shirts on October 21, 2002 at the Volunteer Rally. Einar is hoping to have some samples available to try on.





## Report From Facilities

**Nancy Rummery -  
Vice President**

The Facilities Committee is responsible for setting up and maintaining the areas in the Arena which will be used by the competitors, sponsors and our volunteers during this event. Layouts of the lower and main concourse areas are being planned so that all activities will run smoothly. There are seven subcommittees working to ensure a successful event.

**Arena, Stones & Ice** - Gary Smith is responsible for the activities at ice level, as well as the parking lot on the east side of the arena. Hans Wuthrich and a crew of 24 ice technicians are in place, ready to provide the best possible ice for the world's best curlers. A cleaning crew is also set-up and when plans are finalized for the draping and carpeting, more volunteers may be assigned to Gary's committee.

**Security** – Lorne Gregorash is once again heading up this committee. Training sessions will be scheduled for security

and ushers.

**Accreditation** – Bob Flock's committee is in place and, in the next few months, will begin preliminary work on the lists and the accreditation tags. A system, different from the '98 Brier, will be in place at this Championship. Volunteers requiring access to restricted areas must pick up and return their accreditation each work shift. The pick up and drop off location will be the Security desk in the lower concourse – west side. Photo I.D. and background checks will also be required for a few, high security jobs. Your committee chairperson will inform you if these details will apply to you.

**Communications** - Mitch Tarapasky has been in contact with all chairpersons and is preparing a list of the communication and technical requirements. Items from cell phones to fax hook-ups to phone lines for vendors are under this umbrella.

**Officials & Statisticians** – Rob Rummery has signed up all the on-ice observers and statisticians that he requires. A training session is scheduled for Sunday, October 20th, 1:00 pm, at 200 Main Street. Bill Biehl will present this training session for both the on-ice observers and the timers. After the Head

Statistician is named, by the WCF, specifics on the computer program will be determined and the volunteers doing stats will be advised of their training session.

**Timers** – Audrey Hogg has had one meeting with her committee – although the turnout was not good. The MCA time clocks will be used during this competition and a refresher course will be held on Oct. 20th at 200 Main St.

**Construction, Technical Installation & Signage** – Shawn Love is chairing this committee and has a big job. Volunteers under his leadership will build the media bench, T.V. broadcast booths, camera run-ways and platforms. As well, the committee will set up the appropriate lounge areas and organize all the signage requirements for the Event. Signage includes everything from large sponsorship signs to the small sign on the Security Office door. All volunteers must keep signage requirements in mind and pass them on to your chairperson so Shawn can do his job.

The Facilities volunteers will co-operate with other committees so that together, the 2003 Winnipeg World Curling Society Inc. can present the best World Curling Championships!



## First Volunteer Rally

**Louis Kolly  
Chairman**  
Volunteer Recruiting  
and Appreciation

Mark Monday, October 21<sup>st</sup> on your calendars. It's time to get together for a PARTY!!! This is the date of our first volunteer rally and it's your best chance to meet other volunteers. The rally will start at 6:30 p.m. at the Canad Inns Polo Park, Tijuana Yacht Club located at 1405 St. Matthews Avenue. Various committee chairs will be in attendance, so this is a great opportunity to get updates on how

things are going in preparation for the 2003 Ford World Curling Championships.

This rally will feature:

- Final uniform fittings
- Cathy Gauthier as our Master of Ceremonies
- Greetings from our President, Zivan Saper
- Comments from our title and presenting sponsor
- Committee information booths (Extra End Pub, Lounges, Security, Official / Statistician, etc). Volunteers will have an opportunity to meet their Chairperson and receive information first hand.
- Live entertainment from Japanese

Drummers, Fubuki Daiko

- Recorded music
- Door prizes, food and beverages.

This event is a private function for volunteers who are assigned to a committee. Volunteers must report to the registration desk to enter the rally.

When arriving at the social event, we ask that all volunteers please register at the volunteer registration desk, which will be located at the entrance to the Tijuana Yacht Club. We will be handing out information packages about the social evening.

We look forward to seeing you there.

As of September 2002, our volunteer requirements for the various committees have been met and approximately 300 names are on a waiting list. We are currently evaluating our needs and will select volunteers from our waiting list as extra volunteer positions become available.

**Thank-you for  
the Great  
Response!!**

*Volunteer  
Rally*

**Monday, October 21, 2002  
at 6:30 p.m.**



**Canad Inns Polo Park  
Tijuana Yacht Club  
1405 St. Matthews Avenue**



## **Finance Report**

**Cliff Schmidt -  
Vice President**

The financial affairs of the 2003 Ford World Curling Championships are being conducted through 2003 Winnipeg World Curling Society Inc., a corporation that was established in October 2001 and is owned by the Manitoba Curling Association. Actual financial activity commenced in November 2001. Interim financing was provided by the Manitoba Curling Foundation Inc. through the advancing of interest-free loans.

With an anticipated operating budget in the \$4 million range, careful financial planning and the introduction of financial controls are essential requirements. A number of financial policies and procedures have been developed and implemented. During the March - May 2002 time frame, a significant amount of time was directed to the development of the operating budget for the event. The monitoring of actual financial activity related to the operating budget will be an important ongoing function.

An analysis prepared by Tourism Winnipeg projects a significant \$12.2 million in economic activity as a result of hosting the event. This is a key component of the content of our business plan which is being utilized to pursue financial funding assistance from the three levels of government.

The first fiscal operating period for 2003 Winnipeg World Curling Society Inc.

ended July 31, 2002. The firm of Meyers Norris Penny, a Bronze level sponsor, has been appointed as auditors of the corporation. The audit of financial operations for the period ended July 31, 2002 currently is being performed.

A financial objective of hosting the 2003 Ford World Curling Championships is to leave behind a financial legacy as a result of the successful hosting of the event. Our financial partners, the World Curling Federation and the Canadian Curling Association share this objective. The dedication and support of our volunteers will be a critical factor to the achievement of not only our hosting but also our financial success. It already has been determined that the Manitoba Curling Foundation Inc. which is owned by the Manitoba Curling Association will be the recipient of the Host Committee's share of the financial profit that we hope to achieve. The Foundation was established in 1992 with the transfer of the net profit resulting from the hosting of the 1991 Canada Safeway World Curling Championships in Winnipeg. Subsequently, a substantial portion of the net profit from the hosting of the 1998 Winnipeg Labatt Brier was transferred to the Foundation in 1999. The primary objective of the Foundation is to financially support programs and initiatives related to the development and promotion of curling in the Province of Manitoba. In addition, the Foundation annually funds post-secondary education scholarships and awards to junior curlers.

In an upcoming issue of the Volunteer Newsletter, some of the details of our financial operations will be shared.

## **E-Mail or Snail Mail. Take your pick.**

We will occasionally send information or updates by E-Mail based on convenience. If you have an E-Mail address we would appreciate hearing from you if you haven't already given it to us.

This Newsletter is available in printed format or PDF format and can be downloaded from the Volunteers section on our web-site at [www.wcc2003.ca](http://www.wcc2003.ca).



## Special Events & Volunteers

**Sylvia Erickson - Vice President**

I am very fortunate to have an excellent, talented group of chairpersons working with me. They are committed to making this event a success. I thank them for agreeing to be a part of the Volunteers & Special Events committee. I want you to meet them.

**Louis Kolly** is the chairman for Volunteer Recruitment and Appreciation – a job he has done extremely well for several curling events. He spends countless hours talking to volunteers and assigning them to committees. He is frequently in touch with other chairs to see that their needs are met. In addition to this huge task he heads a group that is responsible for communicating with all volunteers via email and newsletters and organizing the rallies and getting gifts for all volunteers.

**Betty Hird** is the chairperson of the Apparel Committee. She and her committee have done an excellent job of making the volunteers look great at major events since 1991. As soon as the official logo is approved the clothing will be made. (Prosperity is waiting for the go ahead signal.) Betty and her committee will assimilate the orders and distribute them to all committee heads who will then be responsible for getting the clothing to the volunteers on their committee.

**Frank Patterson** is in charge of the Ceremonies – Opening, Daily & Closing. Frank is retired from Manitoba Hydro and has the time to ensure that these events will be a success. He has curled for many years and is looking to the opportunity of giving something back to curling. Several of his committee members were key members of this committee for the '98 Brier and will be passing their knowledge on to Frank.

**Einar Hansen** is chairman of the

Souvenir Committee. Einar is experienced in this area having worked on the same committee in '98. He will be working closely with Robin Henry who is the supplier of all souvenir items. Robin has decided to have his merchandise available at The Bay in St. Vital. It should be in the store sometime in October. At the October 21<sup>st</sup> rally all volunteers will receive two discount coupons to purchase this merchandise – one will expire in late December (after you have done your Christmas shopping!), the other in February. **Good news:** At the rally, those who wish will be able to order a golf shirt to wear during the Ford Worlds. Einar is hoping to have some available to try on at the rally & will be taking orders at that time.

**Nell Stoughton** is chairing the Historian Committee. This is the committee that she chaired in '98. What a wonderful job they did! Nell is hoping to have these albums at the rally for all to see. She too has many of the same people assisting her. Members of her team have been taking photos at the activities that have already taken place. Remember: if your group is planning an event give Nell a call.

**Judy Brown** is the chairperson for the Curling World Fest Committee. Judy is a dedicated volunteer who has done more than her share of timing at several curling events for many years. Under her watchful eye the activities being planned are; Pancake Breakfast, Theme Dinners, the Grand Transoceanic Match, Pro Am Bonspiel and a Draw to the Button Contest. Don't forget to take part in these activities and have a lot of fun! There are also daily happenings that Judy & her committee are planning – Pin Trader Booth, Autograph/Photo sessions, Up Close & Personal, Team Honoring daily in the Pub and Adopt-a-Junior. There will be more information on all of these activities in future newsletters.

**WANTED** – Fun loving people to wear our mascot costume! If interested please call the Ford World Office and leave your name & number.



## Extra End Pub

**Jerry Brown - Vice President**

At the time of writing this news it appears fairly certain the Extra

End Pub (the official name) will be housed in a 135-foot by 345-foot tent. The structure will be erected on the Bomber's Football field in Canad Inns Stadium. The football field is getting a new playing surface for the 2003 season, and the timing was just right for us to sneak in during a pause in the construction. The tent is designed to seat 3,000 people and will be operated by some 300 volunteers from Friday April 4<sup>th</sup> through Sunday April 13<sup>th</sup>. The floor plan includes, besides the seating, 10 bar stations, a stage, an entertainers lounge a Quiet Area and other goodies that are not quite finalized.

Our planned daily hours of operation will be 10:00 a.m. till 2:00 a.m. The round robin draw times are 8:00 am, 1:00 p.m. and 6:00 p.m.

During the first weekend of the event, April 4<sup>th</sup> and 5<sup>th</sup>, we are planning a good mixture of live entertainment on The Casinos of Winnipeg Stage. Sunday, Monday and Tuesday will be quieter evenings of entertainment, with an Emcee, videos, and local acts etc. Live entertainment will return on Wednesday night and will continue till the end of the event on Sunday April 13<sup>th</sup>.

We are still looking for a Chairman of Facilities for the Extra End Pub so if you are that person or know someone who might fit the bill, please call either Lorraine Fingland or myself.





## Hosting Committee

**Tom Clasper - Vice President**

As we enter the next phase on the road to the 2003 Worlds I would like to take this opportunity to introduce you to my committee chairs and fill you in a little on what's been happening with our committee to-date.

Our committee is made up of 8 main areas which include Team Services, Transportation, Media, Medical Services, Banquets/Receptions, Lounges, Decorations and Tours.

**Team Services** is headed up by Gord & Sandy Sparkes. Both Sandy & Gord are no strangers when it comes to the hosting of major curling events. They will be responsible for looking after the needs of the participants from the time they arrive until their departure. Team Drivers who come under their domain, have been in place for some time.

**Transportation** (other than the teams) is the responsibility of Bob Boughey. Broph who has been involved with the game of curling from the beginning of time, is in charge of the van service. The 20 plus vans will help move the VIPs and special guests to and from the different events. Like the Team Drivers the VIP drivers have been selected. Bob is also working closely with City Transit officials in an effort to set up shuttle service between hotels and the Arena.

**Media** is under the careful guidance of Lorraine Toth. LT, no stranger to all kinds

of curling events, will bring her enthusiastic demeanour to the media bench. She will be working closely with Jeff Timson hired by the WCF's marketing agent to help coordinate this area.

The **Medical Services** area will be coordinated by Neil Boughton. Neil has done an outstanding job of organizing the medical area during the last few major events held in Winnipeg. Working closely with Physiotherapist Doug Christie, a number of doctors and other medical people have been put in place. Our athletes will certainly have the best of medical care.

Heather Helston is in charge of the **Banquets & Receptions**. No stranger to the organizational end of the curling scene, Heather has been a strong force behind the Manitoba Curling Hall of Fame and Museum. She is usually a major part of many of the curling events held in Winnipeg and was the Decoration Chair for the '98 Brier. Heather is currently working on the opening banquet, to be held at the Victoria Inn (old International Inn), the closing banquet, set for the Convention Centre, and the Sponsor's reception.

**Lounges** will be organized under the watchful eye of Gary Gumprich. Gary, noted for his graceful curling delivery, has put together a committee that will look after the Volunteers' Lounge, the Players' Lounge, the VIP Lounge, the Sponsors' Lounge and help coordinate through Aramark Food Services other areas around the Arena which may need food services.

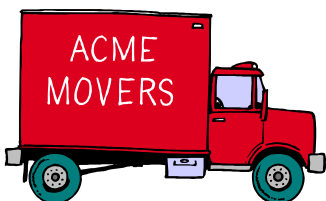
The **Decorations** Committee will be

under artistic eyes of Maxine Merrell and Jane Romio. Maxine & Jane, who have been known to leave people in awe by their prowess on a sheet of curling ice, bring an unmatched enthusiasm and creativity to this area. They have put together a great committee to assist them in the large task at hand. At this point they are working on some major themes for the lounge areas and are developing ideas that will compliment the Arena, banquet and pub facilities.

Another area under Hosting is **Tours**. This area will involve the setting up of a number of tours which will be of interest to our visiting curling friends, as well as organizing our event information booths at some of the hotels and at the Arena. Neil Hagen, past president of the Assiniboine Memorial Curling Club has agreed to help us out with this task. Neil (who still believes he can play baseball) has recently been added to assist us in this area. Around the info booths, we are hoping to utilize the resources of the Academy of Travel & Tourism, which is an international high school program. If the logistics can be worked out, students from this program will be assisting with the information booths as well as greeting visitors at the airport with a smile and some information to make their stay more interesting.

Our committee has been meeting since last fall and after a little break over the summer we look forward to getting the show on the road. We also look forward to working with many of the great volunteers that will help make this a fantastic event.

**See you at the rally!**



## If you're moving or you can't volunteer for the World Championships anymore...

Please contact the Championships Office or Louis Kolly with any address or phone number changes. Also, if your plans have changed and you find you can no longer volunteer, please let us know as other people are on waiting lists to work on various committees.

**FORMER MANITOBA WORLD CHAMPIONS**

**1970 and 1971**

Don Duguid  
Rod Hunter  
Jim Pettapiece  
Bryan Wood

**1972**

Orest Meleschuk  
Dave Romano  
John Hanesiak  
Pat Hailley

**1984**

Connie Laliberte  
Chris More  
Corinne Peters  
Janet Arnott

**1995**

Kerry Burtnyk  
Jeff Ryan  
Rob Meakin  
Keith Fenton

**1996**

Jeff Stoughton  
Ken Tresoor  
Gary Vandenberg  
Steve Gould

# 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.

## ONLY 6 MONTHS TO GO UNTIL WINNIPEG WELCOMES THE WORLD



Keep your eyes open for the latest addition to the Championships Office. Pictured above is the Ford Explorer provided by Ford to promote the 2003 Ford World Curling Championships.

**Mark your calendars**

**First Rally - Monday, October 21, 2002 at 6:30 p.m. at the Tijuana Yacht Club**

**Second Rally - Monday, March 24, 2003 at the Tijuana Yacht Club**

**Final Volunteer Party - Monday, April 14, 2003 at the Extra End Pub**

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