



CurlingAlberta.ca

FOR IMMEDIATE RELEASE

February 18, 2021

Curling Alberta to Host Online 50/50 Raffles During Curling's Capital Events

Curling Alberta is excited to announce that Albertans will have a chance to win big every game day by purchasing 50/50 raffle tickets online during the six "Curling's Capital" events, which will be hosted at WinSport's Canada Olympic Park in Calgary. The raffles will kick off starting on February 19th in concert with the 2021 Scotties Tournament of Hearts, with proceeds benefiting grassroots initiatives and community curling across the province.

"We've seen examples of massive success with online 50/50 raffles during the IIHF World Junior Hockey Championship and during the NHL bubble in Edmonton," stated Jill Richard, Executive Director of Curling Alberta. "While we're not sure how big our jackpots might get, this opportunity has the potential to produce a significant legacy for our sport and our local communities."

There will be a raffle each game day during the Curling's Capital series, including the following events:

- 2021 Scotties Tournament of Hearts (February 19–28)
- 2021 Tim Hortons Brier, presented by AGI (March 5–14)
- 2021 Home Hardware Canadian Mixed Doubles Championship, presented by Nature's Bounty (March 18-25)
- 2021 BKT Tires/OK Tire World Men's Curling Championship, presented by New Holland (April 3-11)
- Pinty's Grand Slam of Curling Humpty's Champions Cup (TBD)
- Pinty's Grand Slam of Curling Princess Auto Players' Championship (TBD)

"Calgary is thrilled to be hosting the Curling Canada bubble that will generate \$11+ million in economic impact for the city" said Carson Ackroyd, Sr. Vice President of Sales for Tourism Calgary. "Curling Alberta has been a great partner in supporting this event and the 50/50 program is a fantastic opportunity to see a lasting legacy for curling in the province. I encourage everyone to buy tickets and support this worthy initiative."

"We're fortunate that Curling Canada and the many partners involved have been able to pull together to make these events happen." stated Richard. "Curling Alberta's long-time partner, Boston Pizza, will come on board as presenting partner of the raffles. We are thankful that they've offered their continued support, even during extremely difficult times for their businesses. We hope that fans will recognize Boston Pizza's devotion to our keeping our communities strong and connected, and in turn, consider supporting their restaurants."

Online 50/50 Information

Fans can select from one of three ticket pack options:

- 1 ticket for \$10
- 60 tickets for \$20
- 200 tickets for \$50

Tickets will be on sale for each raffle from 9:00 AM – 10:00 PM MST and can be purchased at <https://curlingalberta.ca/5050>.

The winning ticket, whose holder will claim 50 per cent of the total jackpot amount, will be drawn after sales close. While ticket-buyers do not have to live in Alberta to win, they must be in Alberta at the time of purchase and over the age of 18 to participate. For the list of winning numbers and the complete raffle rules, please visit <https://curlingalberta.ca/5050> (raffle licence number 570519).

Media Contacts

Jill Richard
Executive Director, Curling Alberta
Tel: 780.903.9554
jill.richard@curlingalberta.ca

Britney Andersen
Event Coordinator, Curling Alberta
Tel: 587.223.7528
britney.andersen@curlingalberta.ca

