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Curling Day in Canada Will be Celebrated in Alberta with ‘Share the Love Challenge’

Curling Day in Canada is coming up this Saturday, February 27th, and to celebrate, Curling Alberta is launching its ‘Share the Love Challenge’ on social media. Curling Day in Canada is an important day to not only celebrate Canada’s greatest sport, but also a great way to #keepcurling, remain engaged and connected, and showcase our curling spirit.

“We are challenging not only athletes, coaches, and curling fans but all Albertans to shout out on social media with messages of appreciation to those who made a significant difference in their lives, whether it be related to curling or otherwise,” said Jill Richard, Executive Director of Curling Alberta. “Those who are tagged in post or tweet will be challenged to acknowledge the sentiment by purchasing 50/50 raffle tickets in support of curling and our communities, and in turn pass along their own messages of thanks and inspiration on to others.”

Curling is more than just a game. It is based on community and life-long connections. The Share the Love Challenge aims to emanate positivity in this nationwide celebration while simultaneously raising funds to support the growth and development of curling right here in Alberta.

To participate in the Share the Love Challenge:

- Shout out to someone that has made a significant impression on you or anyone who simply deserves some love.
- Challenge them to purchase tickets for Curling Alberta’s 50/50 Raffle, presented by Boston Pizza.
- Include **#ShareTheLove** in your post for a chance to win a \$150 Boston Pizza gift card.
- If you receive a shoutout, keep the momentum going and pass it along!

The winner of gift card will be randomly drawn on February 28th.

50/50 tickets are available each day of the Curling Canada Curling’s Capital event series. Tickets can be purchased from 9:00 AM – 10:00 PM MST on the Curling Alberta website. For the list of winning numbers and the complete raffle rules, please visit <https://curlingalberta.ca/5050>. (LL#570519) Ticket-buyers must be in Alberta at the time of purchase and over the age of 18 to participate.

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