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**FOR IMMEDIATE RELEASE**

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### **Curling Alberta's 50/50 Raffle Returns During the Tim Hortons Brier**

With the first event of Curling's Capital series a resounding success, fans are looking ahead to the Tim Hortons Brier, presented by AGI. While rooting on their favourite teams from home, fans will once again have an opportunity to win big every game day by purchasing 50/50 raffle tickets online. Curling Alberta's 50/50 returns March 5th, with proceeds benefiting the growth, access, development, and leadership of curling, right here in Alberta.

"We experienced growing success with our online 50/50 raffle during the 2021 Scotties Tournament of Hearts," said Jill Richard, Executive Director of Curling Alberta. "The total jackpot after ten days was \$255,070, and we hope to continue that momentum as we look to build a significant legacy for our sport and local communities."

During the 2021 Scotties Tournament of Hearts, thousands of curling fans across the province supported the 50/50 raffle. As they were not able to physically fill the stands, the daily 50/50 draw was yet another way to #keepcurling, stay engaged, and be connected with the sport they love.

"It's such a joy to watch something like that, especially given what we've been through in the last year," said Barry Ashton, winner of the February 28th record-breaking jackpot.

One of the most inspiring stories that emerged from the 50/50 raffle was that of the Calumet Curling Club. Holly Riske and her fellow volunteer Directors at the club, pooled their money to purchase tickets on behalf of the group for Saturday's draw. They won, and they showcased their grassroots curling spirit by donating their entire \$20,950 prize in support of their club.

"We have a little two-sheet curling rink in our community completely run by volunteers and of course, with no curling this year, no bonspiel – which is kind of our number one fundraiser for the year, it was looking a little bleak. Now it's not," laughed Riske.

The Tim Hortons Brier presented by AGI, kicks off on Friday featuring top men's teams from across the country. After this past year, we are reminded how the power of sport connects us all and we encourage fans to continue supporting Curling Alberta's 50/50 initiative. We are grateful for your ongoing support to help keep curling communities in Alberta healthy and thriving.

## Online 50/50 Information & Ticket Promotion

Curling Alberta wants to give people more chances to win, so the number of tickets included in the \$50 purchase has increased from 200 to 250! Fans can now select from one of three ticket pack options:

- 1 ticket for \$10
- 60 tickets for \$20
- ~~200~~ 250 tickets for \$50

Tickets will be available for purchase daily from March 5<sup>th</sup> – 14<sup>th</sup>, from 9:00 AM – 10:00 PM MST 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>. (AGLC Licence # 570518)

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