



CurlingAlberta.ca

FOR IMMEDIATE RELEASE

March 17, 2021

'Share the Love With Your Club' 50/50 Raffle Online Fundraiser Opportunity

Curling Alberta's online 50/50 raffles are returning during the 2021 Home Hardware Canadian Mixed Doubles Curling Championship, presented by Nature's Bounty, March 18th – 25th, but this time with a new and exciting opportunity. Albertans are invited to join in the **'Share the Love With Your Club'** campaign that will directly benefit Curling Alberta's participating member curling centres with cash. Every game day, fans not only have a chance to win a piece of the big cash prize for themselves, but they also have an opportunity help their local curling centre to receive a portion of the proceeds.

Ticket purchasers can help their club to raise money in two simple ways:

1. On each game day during the 2021 Home Hardware Canadian Mixed Doubles Championship, buy your raffle tickets by heading to Curling Alberta's website or by clicking on the link that is shared by your curling club. As part of the buying process, individuals can select the club of their choice from a drop-down menu which will list curling centres across Alberta. The selected club will receive 50 per cent of the net proceeds from that sale. As usual, the winner of each daily raffle will still take home 50 per cent of the jackpot so it's a win/win for buyers and clubs!
2. Repost Curling Alberta's **"Share the Love With Your Club"** campaign on your social media (Facebook, Instagram, and Twitter) which will be launched on Thursday, March 18th, and will continue right through the event. Include the hashtag **#sharethelovewithyourclub** and tag your curling club to give it an entry into a draw for a \$1,000 prize generously donated by Ascend Fundraising Solutions.

During both the 2021 Scotties Tournament of Hearts and the Tim Hortons Brier, thousands of Albertans took part in Curling Alberta's 50/50 raffles, raising a combined jackpot total of \$519,810. Today, we are challenging all Albertans to **Share the Love With Your Club** and stand alongside more than 175 local curling clubs that are the heart and soul of our communities in Alberta.

Online 50/50 Information

Fans can select from one of three ticket pack options:

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

Tickets will be available for purchase March 18th – 25th, from 9:00 AM – 10:00 PM MDT 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, the complete raffle rules and frequently asked questions please visit <https://curlingalberta.ca/5050>. (AGLC# 570518)

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