



## The Perfect Triple for BC Club Curlers

In August 2008, The Dominion of Canada General Insurance Company (The Dominion) first announced it was taking Canadian curling to another level with the launch of a national curling event, The Dominion Curling Club Championship, set to benefit Canadian club curlers and charities.

“The Dominion Curling Club Championship, funded by The Dominion, will be an annual event for men’s and women’s curling teams who have won their respective local club championships,” says Leigh Armstrong of The Dominion. “Teams from all 10 provinces and 3 territories, plus a separate entry for Northern Ontario, will compete at the National Championships.” The premier event will bring this season’s club champions together to compete at the St. George’s Golf and Country Club, Etobicoke, Ontario, in late November of 2009. The National Championship will move to other clubs across Canada in future years.

For British Columbia curling clubs and club curlers, this is a national extension of the regional and provincial opportunities established over 10 years ago by the BC Club Challenge and The Pacific International Cup. The BC Club Challenge ([www.bcclubchallenge.ca](http://www.bcclubchallenge.ca)), in partnership with Curl BC, runs six regional Club Challenge events, providing every curling club in British Columbia with the opportunity to have its men’s and women’s club champions compete to become regional Club Challenge Champions. The Pacific International Cup ([www.picup.ca](http://www.picup.ca)), a partnership with the Richmond Curling Club ([www.richmondcurling.com](http://www.richmondcurling.com)), is celebrating its 10th anniversary of Club Challenge regional champions competing against each other and international teams to determine a BC Provincial Club Challenge Champion and a Pacific International Cup Champion.

Through a new partnership and sponsorship agreement with The Dominion, the BC men’s and women’s curling club champions that win their regional Club Challenge events and finish on top at the Pacific International Cup, will become British Columbia’s Dominion Curling Club Champions and will represent BC at The Dominion Curling Club Championship.

“The Dominion is a proud supporter of Canadian curling and of Canadian athletes,” states George Cooke, President and CEO of The Dominion. “We look forward to working with curlers and curling organizations across Canada.” Jim Mann, Chair of the BC Club Challenge, and Jim Schuman, Chair of the Pacific International Cup, echo these sentiments. “We are thrilled about the increased opportunity this provides for BC’s club curlers and thank The Dominion for their vision, leadership and continued commitment to Canadian curling. It is also exciting to join with The Dominion in its support of charities.” Profits generated from the BC Club Challenge, the Pacific International Cup and The Dominion Curling Club Championship will be directed to charities including the Canadian Paraplegic Association (CPA), as well as developmental curling initiatives in communities across British Columbia.



## About The Dominion

Canadian owned and operated since 1887, today The Dominion is one of the country's largest property and casualty insurers. The Dominion takes pride in providing Canadians with the confidence that the cars, homes and businesses they value are protected. A fierce advocate for consumer interests, The Dominion is committed to distributing its products solely through independent insurance brokers. The Dominion's priority is to earn the trust and loyalty of policyholders, employees and business partners. Visit [www.thedominion.ca](http://www.thedominion.ca).

For more information about The Dominion Curling Club Championship, contact:

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## What Your Curling Club Needs to Do

Please complete The Dominion Curling Club Championship Declaration of Interest form included on the inside back cover of your information package and return it to The Dominion as soon as possible. It is critical that we demonstrate to The Dominion that curling clubs across Canada support this generous initiative for club curlers.

Please also visit the BC Club Challenge website at "[www.bcclubchallenge.ca](http://www.bcclubchallenge.ca)" to find the host club, dates and contacts for your regional Club Challenge event to ensure your club is entered in British Columbia. Your club champions could represent your club and your province at The Dominion Curling Club Championship.