



# Media Release

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## **2010 BC Men's & Women's Curling Championships to be broadcast on Shaw TV**

Richmond, BC (December 8, 2009) – British Columbia's top high performance curlers will be broadcast on Shaw TV in the 2009/2010 curling season. Both the semi-final and final games of the **2010 Canadian Direct Insurance BC Men's Curling Championship presented by Kal-Tire** and the **2010 Scotties BC Women's Curling Championship presented by Best Western** will be televised.

The broadcast schedule is:

Saturday, January 9<sup>th</sup>, 2010 5:00-8:00pm – BC Women's semi-final from the Penticton Curling Club  
Sunday, January 10<sup>th</sup>, 2010 2:00-5:00pm – BC Women's final from the Penticton Curling Club  
Saturday, February 6<sup>th</sup>, 2010 7:00-10:00pm – BC Men's semi final from the Vernon Curling Club  
Sunday, February 7<sup>th</sup>, 2010 10:00am-1:00pm – BC Men's final from the Vernon Curling Club

These productions will be shown on the Shaw Cable TV network in BC, Alberta, Saskatchewan, Manitoba and Northwestern Ontario and will also be available on the Shaw Direct (Star Choice) satellite network.

Last year over 220,000 viewers tuned in to watch the 2009 Canadian Direct Insurance BC Men's Curling Championship and 2009 Boston Pizza Cup (Alberta Men's) finals.

### **About Curl BC**

Curl BC is the provincial sport governing body responsible for the development, promotion and organization of curling in British Columbia. Curl BC is also responsible for the championship system that declares provincial representation at National events. In cooperation with its Members, Curl BC provides service to both competitive and recreational curlers, including a variety of special interest groups.