



## **2012 World Financial Group Continental Cup awarded to Langley, British Columbia**

LANGLEY, B.C., November 8, 2010...The Canadian Curling Association (CCA) and the World Curling Federation (WCF) today announced that Langley, British Columbia will host the 2012 World Financial Group Continental Cup, presented by Monsanto.

The unique international curling competition, featuring six teams from North America against six teams representing The World, will be contested January 12-15, 2012 at the Langley Events Centre.

“Through our partnership with the World Curling Federation, the CCA is pleased to be able to bring the World Financial Group Continental Cup to Langley in January of 2012,” said Greg StremLaw, CEO of the CCA. “I would like to take this opportunity to personally thank World Financial Group and its President, Rick Williams for their continued support of this prestigious event. With this type of support, Langley will now be able to witness the world’s best curlers in their own backyard.”

Currently, North America and Team World are knotted at three victories apiece in the Ryder Cup-like event, which began in 2002 in Regina. The 2011 World Financial Group Continental Cup, presented by Monsanto, is being staged in St. Albert, Alberta, January 13-16, a new time slot this season, as opposed to previous years when held in either November or December.

“The World Curling Federation and its partner, the Canadian Curling Association, are delighted that Langley, British Columbia will host the World Financial Group Continental Cup in 2012 and build on the support and enthusiasm created for our sport in this part of the world,” said World Curling Federation President, Kate Caithness. “Two years after the success of the Olympic Winter Games in Vancouver, the world’s top curlers will return to British Columbia and we can be guaranteed another great curling event.”

“The Host Committee is thrilled to have the opportunity to bring the Continental Cup of Curling to Langley and the Lower Mainland,” said Host Committee chair Randall Kovacs. “We are proud to contribute our efforts to help produce this top calibre international curling event. Of course, it is the best curlers in the world who will really be putting on the show. It is our belief that all local curlers who take the opportunity to attend this event will use it to elevate their own game. More importantly, it is our hope that individuals who have never participated in the sport will derive inspiration from watching this event and will visit their local curling centre to give it a try.

“We, as a group of volunteers that form the Host Committee, have come together to host this showcase event in the firm belief that it will attract new curlers to the game that we all love. Any net proceeds that may accrue from this event will be forwarded to the Langley Curling Club to perpetuate the sport through its Junior Curling Program.”

It will mark the second time that the Continental Cup will be staged in British Columbia. Chilliwack hosted the 2006 edition.

“World Financial Group is very excited to be associated with the Continental Cup,” said Rick Williams, President, World Financial Group of Canada. “This will be our second year of title sponsorship of this unique competition. The participation of teams from around the globe parallels our reach as a global financial distributor - to help individuals and families become financially independent. We look forward to working with the Canadian Curling Association, the World Curling Federation and the Langley Host Committee in order to ensure that the 2012 World Financial Group Continental Cup is a very successful one.”

The Continental Cup comprises various disciplines during the four days - regular Team games, Mixed Doubles, Singles, Mixed Skins and Skins games. Each segment awards points for wins (or ties), with the first side to reach 200 points declared the winner. Event tickets are expected to go on sale in September of 2011.

TSN, the exclusive television network for the CCA’s Season of Champions, will provide complete four-day ‘Cup’ coverage across Canada.

“As a company 100 per cent focused on agriculture, it makes sense for Monsanto to lend its name to curling – a sport that is enthusiastically embraced by our farm customers and employees across the country,” said Trish Jordan, Public and Industry Affairs Director with Monsanto Canada based in Winnipeg. “The Continental Cup format will give the fans and volunteers in Langley a great opportunity to get up close and personal with some of the Canadian and international stars of the sport and we look forward to a great week.”

At the inaugural Cup in Regina in 2002, Team North America pulled out a last rock victory when Canada’s Kevin Martin defeated Sweden’s Peja Lindholm in the final Skins game to win 207-193.

In 2003, Team World (then Team Europe) turned the tables with a 208-179 victory in Thunder Bay. In 2004 in Medicine Hat, before a record four-day crowd of 42,317, it was North America’s turn again, notching a 228-172 win.

The 2006 renewal in Chilliwack featured all of the medal-winning teams from the 2006 Olympic Winter Games in Turin, Italy, as Team Europe pulled even with a 229-171 victory.

In 2007, the Cup returned to Medicine Hat, and once again, North America prevailed, 290-110, this time clinching the Cup in record fashion on Saturday evening, prior to Sunday’s final women’s and men’s Skins games.

The 2008 Continental Cup was contested in Camrose, Alberta and won by Team World, 208-192, which evened the series at three victories apiece, as each side continued to prevail in alternate years.

In 2005 and 2009, there was no Continental Cup scheduled because of the Tim Hortons Canadian Curling Trials, which qualified Canada's teams for the Olympic Winter Games, was held at that time.

Over the years, the world's greatest curlers have participated in the Continental Cup, including such illustrious skips as Norway's Pål Trulsen, Thomas Ulsrud and Dordi Nordby, Sweden's Peja Lindholm, Elisabet Gustafson and Anette Norberg, Scotland's David Murdoch, Hammy McMillan, Rhona Martin and Jackie Lockhart, China's Bingyu Wang, Switzerland's Mirjam Ott, Germany's Andy Kapp and Andrea Schöpp, Debbie McCormick of the United States and Canada's Kevin Martin, Jennifer Jones, Kelly Scott, Glenn Howard, Randy Ferbey, Brad Gushue and Colleen Jones.

The World Financial Group Continental Cup is a joint venture of the Canadian Curling Association, World Curling Federation and United States Curling Association.

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