



## Media Release

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### **BC curling hits over 400 news stories**

Richmond, BC (February 17, 2011) BC curlers have hit the 400 mark regarding stories in the news this season. With more than a couple of months still to go in the season, BC curling has already surpassed last year's local media coverage.

"It's great to see the growing media interest in curling. The stories we've tracked have spotlighted everything we've been working to promote such as youth, recreation, adaptive and elite curling, as well as, community interest pieces on curling facilities themselves," says Robbie Gallagher, Curl BC Marketing & Communications Manager.

All of the stories can viewed on the *BC Curling News Links* page under the Communications tab on the Curl BC website.

#### **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 adaptive groups.