

Media Release

July 16th 2007

Brooks to Host \$70,000 World Curling Tour Event



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From November 1 to 4, 2007, Brooks will host a World Curling Tour event at the Brooks Curling Club. This event will host 24 of the best curling teams in the world.

World renowned curler Kevin Martin, who was on hand for the media conference, has already been confirmed, with others expected to follow suit.

Co-chair's Ticki Fisher and Lawrence Block believe this event will create positive exposure for curling and an economic benefit in Brooks.

Fisher said, "This event will have exposure all over Alberta and across Canada. Our goal is to run a world class event that will showcase Brooks and area."

Block stated, "We will be bringing some of the best curlers in the world to Brooks for the weekend. They will be going after prize money of \$70,000."

Fisher added, "We are pleased to have Cactus Communications as a major sponsor for this event, as it will be called the Cactus Pheasant Classic. In fact, we will need the support of the entire community from fans, to volunteers, to the business community to make this event a success and keep it as an annual affair."

Martin noted that with the Olympics coming up in 2010 and qualifying based on the point system, the Brooks event will be a major draw for the top curlers.

The games will be played in the Brooks Curling Club with plans to have the Flex-Hall open with big screen TV's and refreshments.

In the next few months, there will be other announcements about World Tour Event, Cactus Pheasant Classic, including major curlers, who will be planning to attend.

For more information about the event, phone co-chairs
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