

The Dominion Daily

Tuesday, November 22, 2011 – Day 1 of Gameplay



'The Queen of Canada' addressing her royal curling subjects at Monday's Opening Banquet.

The Buzz

Our three favourite social media posts of the day



@BCParaplegic

@dominioncurls WOW! A special thank you to the Yukon Women's team who raised an impressive \$4,000 for BCPA at their dinner & dance event.

@dominioncurls

@VanPen Once the games begin, we will be live! :) bb



@VanPen

Hey @dominioncurls - are the scores being broadcast live on CurlCast or something?

Blog: Ontario Men @ The Dominion

Tonight we have the Opening Banquet where we'll be dressing in our nice pinks! The games start tomorrow at 10:00am against Nunavut.

tinyurl.com/ontariomen2011

Let the games Begin!

The teams in The Dominion Curling Club Championship are itching to get on with the games, after Monday's team registration, practices, and the Opening Banquet. They all get their first taste of game action today, with the men taking ice for draw 1 at 10 AM, followed by the first women's draw at 1:30. The host teams from BC both open their schedule of six round-robin games by facing Manitoba.

Tonight's final draw at 8:15 will be preceded by the pageantry of the Opening Ceremonies at 7 PM, with all teams piped onto the ice at the Richmond Curling Club. Richmond Mayor Malcolm Brodie will join an all-star lineup of curlers for the throwing of the official "first rock". Paralympic

and Canadian Wheelchair curling champion Daryl Neighbour will throw the rock, with The Dominion Branding Coordinator Leigh Armstrong holding the broom.

One highlight of Monday for many of the teams was getting a chance to test the Richmond ice and rocks during their official practice session. Players were impressed with both the speed (quick!) and the curl in the ice (between 4 and 5 feet). Many were also taking their first curious looks at the Canadian Curling Association's special rock handles, with the "Eye on the Hog" technology and flashing lights to indicate potential hogged rocks. These are the same rock handles used in the

Brier and Scotties—in fact in all CCA sanctioned national championships.

At the end of each practice, teams took part in a draw to the button competition, which is being used for tie-breaking purposes. Results will be posted at the curling club.

There are four draws a day for the next three days, so players will be encouraged to stay hydrated (water or alternative beverage!), get their rest (good luck!), and eat properly (based on Monday, that shouldn't be a problem!).

Monday night's Opening Banquet, hosted by Neil Houston, featured an inspirational speech by Sonya

Gaudet (two-time Paralympic gold medalist), along with messages from Chris McBride of the BCPA, Warren Hansen of the CCA and Al Hanks, Senior Vice President of The Dominion, who discussed The Dominion's close bond with the sport of curling and curlers across Canada.

But the most memorable speech for most was by "The Queen of Canada", who shared her amusing views of this mysterious game of curling ("a game involving shoving rocks down a frozen corridor"). The Queen seemed to be quite familiar with the lingo of curling, and her speech gave new meaning to the phrase "she's a biter!"



About the Rings...

One of the first things that curlers will notice when they take the ice for The Dominion Curling Club Championship at Richmond Curling Club, is the rings. They've certainly caught the eye of Richmond club members who have been curling on the ice all season.

Sheets 2, 3, 4 and 5 are adorned with the distinctive "The Dominion" blue and grey rings at the home end, while sheets 1 and 6 have the traditional blue and red rings.

The ring patterns are not painted on the ice—they're actually a vinyl decal, that is laid into the ice during the flooding procedure at the start of the season. Richmond Ice Technician Lawrence Layton, and TDCCC Ice Consultant Bill Duck did the work in early September. Layton says after an initial flood, the decals (which had been shipped from Oakville, Ontario) were carefully laid onto

the ice, and then covered with a mist to help seal them onto the surface. Once sealed, the ice was again flooded and re-flooded until it was ready for curling.

The idea for the specialized rings has been developing over the last few years on both sides of the Atlantic Ocean. Leigh Armstrong, Branding Coordinator for The Dominion, says she was told about some "funky" ring designs used at a recent Canadian University Curling Championship. Former Olympic gold medal curler Jamie Korab saw the rings and sent a photo to Leigh, who then thought up the idea of The Dominion Curling Club Championship creating their own design. Armstrong worked with the people at Jet Ice, who manufactured the decals, which are being used at a few select clubs across Canada.

Meanwhile, last season's World Junior Curling Championship in



Teams get a chance to test the Richmond ice and rocks during their official practice session on Monday.

Scotland also used "designer rings" on their ice.

Duck, who is also club manager at St. George's in Toronto (host of the first TDCCC in 2009), says the idea has unlimited potential for corporate branding and revenue generation for curling clubs.



Participants Support BC Paraplegic Association

This week's curlers (and the curling clubs they represent) are really taking the charity aspect of The Dominion Curling Club Championship to heart. In fact, they are already predicted to beat last year's record fundraising total, which is being re-directed to benefit the Canadian Paraplegic Association British Columbia division. As of 1 PM on November 21st, \$18,506 had been raised. But that total doesn't include some recent fundraising efforts which are still on the way to the BCPA.

For example, the Yukon women's team from the Atlin Curling Club held a send-off dinner dance last Friday which raised \$4,145. A total of 150 people packed the Atlin Recreation Centre (Atlin's population is just 400). No tickets were sold—it was all by donation, including an auction (with a real auctioneer!) Nine local musicians formed a band to entertain

the crowd, and Yukon Skip Sherry MacInnis was convinced to sing with the band!

Virtually every team has the same kinds of stories, and we'd love to hear about them. Post your stories on Facebook, and talk to one of the Media and Marketing volunteers!

The Dominion Curling Club Championship's fundraising contest continues all week for Top Club, and Top Individual fundraisers. The Contest is open until midnight on Friday, November 25. Winners will be announced at The Dominion Curling Club Championship Closing Banquet on Saturday, November 26th. All funds raised support the BCPA.