



Sandra Schmirler Foundation is Curl BC's "Charity of Choice"

Oct. 18/06

VANCOUVER___ Curl BC, the organization responsible for the delivery of all curling programs and services in the province, has announced it will support the Foundation bearing the name of one of Canada's most beloved curlers.

The Sandra Schmirler Foundation was formed in January of 2001, in remembrance of Sandra Schmirler, whose team won three world championships (in 1993, 1994 and 1997) and the 1998 Olympic gold medal. The Foundation takes money that is donated and provides grants so that hospitals can purchase equipment that assists premature, low birth weight and seriously ill infants who need the special care provided in neonatal units. The Foundation's slogan is "Champions Start Small", showing how the most young and vulnerable need help in growing and reaching their potential.

Curl BC is the nation's first Provincial Curling Association to commit to naming the Sandra Schmirler Foundation as its "charity of choice". The Curl BC Board of Directors recently ratified that it will be involved with the Foundation, supporting the cause of hospital neonatal care. In return, the Sandra Schmirler Foundation will work with BC curling clubs on a variety of fund raising projects that will benefit both parties.

The Sandra Schmirler Foundation, which over the past two years has committed \$325,000 to hospital grants, was thrilled at the news.

"The Sandra Schmirler Foundation will be working extensively with the sport of curling this year to raise funds so that more hospitals in Canada can buy neonatal equipment", stated Jim Harper, Foundation Chair. "We are very pleased that Curl BC has committed to being the first Provincial/Territorial Association to formally declare a partnership. The curling clubs, their members and all the curling champions in BC have always given the Foundation incredible support, and we know that this new agreement will reap tremendous results."

"It is a perfect match to provide the much needed support to the Sandra Schmirler Foundation to do its work in providing financial assistance for the care of newborn babies", said Curl BC President, Judie Roberts. "Sandra Schmirler was a great curling champion and sport hero, and we wish to help keep her spirit alive in these fund raising initiatives. We are looking forward to being involved with the Sandra Schmirler Foundation in ways that will benefit the Foundation and enhance curling throughout BC."

Curl BC has a team of staff and volunteers to ensure that all curling participants in the province can access what they need. It deals with competitive events and recreational activities, and provides marketing assistance to over 90 curling clubs in the province.

“Curl BC will be working closely with the Sandra Schmirler Foundation to create some exciting and successful donor campaigns at the provincial and club levels”, explained Curl BC Executive Director, Ian Hennigar. “An information package is being forwarded to every affiliated curling club in the province to provide them with ideas on how to create their own fundraising events that will provide significant benefits to both the club and the Foundation. This will be truly a win-win situation for all involved.”

About Curl BC:

Curl BC is represented by elected Directors from 11 regions and is headed by Judie Roberts who is entering her second term as President. The staff includes Executive Director, Ian Hennigar, who directs the activity of three office staff and four coaches.

About the Sandra Schmirler Foundation:

The Sandra Schmirler Foundation has an elected Board of Directors, led in 2006-2007 by Jim Harper (Chair). The three person staff is headed by Linda Moore (President and Chief Operating Officer) who skipped the Canadian team that won the 1985 world curling championship.

Last year, grants and gifts went to the IWK Health Centre Foundation in Halifax, the Children's Health Foundation in London, Ontario, and the Hospitals Foundation of Regina. This season, the Sandra Schmirler Foundation is providing grants to the McMaster Children's Hospital in Hamilton, the Lethbridge Regional Hospital Foundation and the Greater Victoria Hospitals Foundation. In each case, vital neonatal equipment like fetal heart monitors and incubators will be purchased with the grants.

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