



Media Release

Northern Ontario Proud to be Part of the Canadian Curling Future

March 4, 2011 – The Northern Ontario Curling Association is proud to be part of the future of curling in Canada. The Canadian Curling Association along with all 14 Member (Provincial/Territorial) Associations passed a resolution and business plan that dictates the inclusion of all Member Associations at all National Championships. This means that all Associations will have the opportunity to earn a berth in all National Championships.

“Equitable opportunity to access national championships is very exciting for all 14 Member Associations”, comments Muriel Anderson, NOCA President. “Over the last two years we have seen the process graduate from discussions, to a review and recommendations by a CCA Ad Hoc committee, to inclusion in the CCA Business Plan and Organizational Strategy 2010-2014.

This excerpt is from the above noted document which can be found at <http://cdn.curling.ca/wp-content/uploads/2010/07/CCA-Business-Plan-and-Organizational-Strategy-2010-2014.pdf>.

“By 2013, all Canadian Championships will have a system which will ensure all 14 Member Associations have an equitable opportunity to access the event. This system will start with the equitable opportunity for all Member Association’s affiliated curlers to access the 2012 Mixed and 2012 Men’s and Women’s Seniors.”

The implementation phase of this plan will start this fall when, for the first time in history, fourteen (14) teams will participate at the Canadian Mixed in Sudbury in November. In the 2012 World Financial Group Canadian Senior’s, all member associations will have the right to be represented at the National Event. The model for this event will be that the top ten (10) teams from this year (2011), will automatically earn a berth in following year’s Seniors and the other four will compete for the coveted two spots at the National just days before the start of the event. This guarantees that each and every year the NOCA, and all other Associations, will at worst have the chance to play their way into the National Event.

The final phase will be the inclusion of Juniors, Men’s and Women’s which will be discussed this spring at the National Curling Congress.

“I look forward to Northern Ontario’s continued participation in all National events, and in future years to watching Team Northern Ontario at the Scotties Tournament of Hearts”, states NOCA Vice President Stephen Chenier. “All I can say is Go Northern Ontario Go!!”

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