



BRIER BULLETIN

ROCKIES II, THE REUNION

www.seasonofchampions.ca
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12 ALBERTA JUNIOR CURLERS
Will win an honorary 5th player position on a Tim Hortons Brier Team



For more information or registration forms, contact Carolyn Maher, SACA Program Manager at 403.246.9300 or visit www.seasonofchampions.ca



CANADIAN MEN'S CURLING CHAMPIONSHIP
MARCH 7-15, 2009, PEMBERTH SADDLEBORE

Your Calgary Ford Dealers



The Calgary Ford Dealers are proud to be a sponsor of the 2009 Tim Hortons Brier.

While your Calgary Ford Dealers are supplying the transportation needs of the curling teams, we are also offering curling fans the chance to win a 2009 Ford flex, through our FORD HOT SHOTS on-line game – hotshots.curling.ca Even if you don't wind up behind the wheel, you can win a Nintendo Wii's, Mondetta Jackets signed by Jennifer Jones and Kevin Martin – and many other prizes.

Take your shot today!

Your Calgary Ford Dealers, conveniently located are:

Advantage Ford	12800 Macleod Trail SE
Crowfoot Ford	9 Crowfoot Circle NW
Maclin Ford	135 Glendeer Circle SE
Marlborough Ford	615 36 Street NE
Metro Ford	1111 9 Avenue SW
Universal Ford Lincoln	2800 Barlow Trail SE
Wood Ridge Ford Lincoln	7337 Macleod Trail South

FORD HOT SHOTS ONLINE

Sign up and play for your chance to win a 2009 Ford Flex and other great prizes!*

See contest details for more information.

December Tankard Tour

The Tankard Trophy will be making an appearance at these locations during December. You may attend any showing to have your picture taken with the Tankard Trophy.

- December 17th (5-7 PM) Glencoe Curling Club
- December 18th (7-9 PM) Springbank Curling Club
- December 19th (11 AM to 2 PM) Horton Road Legion Social event



PRESENTING	DIAMOND	GOLD	SILVER	OFFICIAL VEHICLE	OFFICIAL WINE	OFFICIAL SPIRIT	MEDIA
MONSANTO imagine	JOHN DEERE JELD WEN	THE WESTIN CALGARY YTERRA the co-operators	EPCOR COOP LIQUOR STORES	VALUE DRUG MART Graffiti Coca-Cola WESTEL	PELLER ESTATES Laurie Artes Ltd. EventMax SUPREME BASICS	AMJ CAMPBELL VAN LINES CALGARY AIRPORT AUTHORITY	CALGARY HERALD 770 CALGARY HERALD FAN 960 PATTISON



The 2009 Tim Hortons Brier is only 81 days away!



Effective
Nov. 14/08

20% Off

Expires
Jan. 9/09

DISCOUNT CODE: **BRIE09VOL**

**TIM HORTONS BRIER
CALGARY 2009**

Volunteer Discount Only

ONLY REDEEMABLE ONLINE AT <http://eventmax.curling.ca>

Good For BRIER Merchandise Only.
No Cash Value.

Use the promotional code above to receive 20% off 2009 Tim Hortons Brier clothing.

THE BRIER TANKARD, BRIER NAME AND PURPLE HEART

All part of the Brier and its storied past

In 1924, George Cameron of Winnipeg was determined to bring together the curlers of east and west in friendship. As a first step, he convinced the Macdonald Tobacco Company to award a trophy to Manitoba for annual competition, the winners to receive a goodwill tour to the eastern provinces with all expenses paid. Two years later, Cameron and a small group of curlers convinced Macdonald Tobacco Company to replace the tour with a national competition. The company agreed and presented the Macdonald Brier Tankard for the Canadian Curling Championship in 1927.

A link will always remain with Macdonald's through the very word Brier who many think is an ancient Scottish curling term. Not so. Brier disappeared many years ago but "Brier Plug Cut Tobacco" was a key product of the firm back in the Twenties and into every plug of tobacco was pressed a little tin heart. That "heart of the tobacco" was the shape that became the symbol of the most cherished curling award in men's curling in Canada, the Purple Heart crest that signifies participation in the Brier.

The Canadian Curling Championship was played at the Toronto Granite Club from 1927 until 1940, but thereafter the spectacle moved annually across Canada. Macdonald Tobacco and the Stewart family, who owned the company, had a great sense of Canadiana and when Macdonald completed its 50th year in 1979 (there was no play during three years of the Second World War) the Brier had been contested in every province and in every provincial capital. Macdonald withdrew its sponsorship in 1979 and the original Tankard was retired. When Labatt Breweries became the sponsor in 1980, it introduced a gold Labatt Tankard, which became the icon of the Brier and was awarded for 21 years. When Labatt decided to end its sponsorship in 2000 the Labatt Tankard was retired.

When Nokia products became the Brier sponsor in 2001 an agreement with the Canadian Curling Association reactivated the original trophy beginning with the first Nokia Brier in 2001. The end of the Nokia sponsorship and the introduction of Tim Hortons in 2005 has not impacted any of the stayed traditions of the Brier.

For the first 27 years, the Tankard was presented with a sterling silver heart plaque attached to it on which the names of each team member had been hand-engraved. After 27 years no space was left, so a single plaque was attached to the back, where the names of all the winners from 1955 to 1979 were engraved. The size of the base was increased so the plaque could be removed from the back and a silver heart crest could be attached for every Brier-winning team. The Brier Tankard now proudly displays a hand-engraved silver heart for each of the 77 Brier winners.

The original cup on the trophy was hand-tooled in Great Britain and it could only be re-created in Europe. The replacement value of the original trophy has been estimated at \$50,000.

