

# Rocktalk

*For 2008 Tim Hortons Brier  
Volunteers, Organizers and Sponsors  
Volume 3 - Winter 2008*

Volunteers:  
"You Ain't Seen Nothin' Yet!"  
Wednesday, February 20, 2008

Canad Inns BLUE LAGOON ROOM  
Main floor, 1415 Regent Ave. West  
(adjacent to Club Regent Casino)  
5 p.m. – 10 p.m.

## WHY YOU SHOULD ATTEND THIS EVENT

Think of this as the sequel to "Volunteers: Takin' Care of Business." This is the event where you pick up your uniform, volunteer handbook, and accreditation. **Two (2) pieces of identification will be required, and one of the two must be photo ID - no exceptions.**

Besides the business end of things, "Volunteers - You Ain't Seen Nothin' Yet" promises to be a fun-filled event that will take you back in time to the golden days of Rock 'n Roll. Take in the sights, sounds, and tastes of the fabulous '50s in the "Hurry Hard Rock Cafe and Casino" in Club Regent's Jaguar Room from 6 p.m. - 9 p.m.

## OTHER EVENTS

### FUTURE LEGENDS OF ROCK - BATTLE OF THE BANDS

**When:** Tuesdays until February 26

**Where:** Mybar, Regent at Plessis

**Details:** See up-and-coming bands compete for a chance to play at the Keith's Brier Patch. Lots of great prizes to be won!

### FANFEST FRIDAY (NEW THIS YEAR)

**When:** Friday, March 7 (11 a.m. - 6 p.m.)

**Where:** MTS Centre

**Cost:** FREE (for details, see **Volunteer Q&A** on page 3)

### OPENING GALA BANQUET

**When:** Friday, March 7 (Cocktails at 6 p.m., dinner at 7 p.m.)

**Where:** Winnipeg Convention Centre, Ground Floor

**Cost:** \$75 (plus taxes and fees - call Ticketmaster at 669-3333, or visit [www.ticketmaster.ca](http://www.ticketmaster.ca))

Tim Hortons

Brier

presented by

MONSANTO  
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Legends of Rock



winnipeg 08



**March 8 - 16, 2008**

Enjoy food, music, prizes, a mock casino, and other '50s fun.

**If you can't make it on Wednesday, February 20**, we will remain set-up and you can pick up your Uniform & Accreditation at the Canad Inns on Thursday, February 21 from 12:30 p.m. to 6:00 p.m.

Contact your Director for more information, and stay up to date on all 2008 Tim Hortons Brier information through our weekly email to volunteers.

### BRINGIN' IT BACK with BURTON CUMMINGS (18+)

**When:** Friday, March 7 (8:30 p.m.)

**Where:** Keith's Brier Patch (Winnipeg Convention Centre)

**Cost:** \$35 (plus taxes and fees - call Ticketmaster at 669-3333, or visit [www.ticketmaster.ca](http://www.ticketmaster.ca))

### CLOSING AWARDS BRUNCH

**When:** Sunday, March 16 (Noon - 2:30 p.m.)

**Where:** Purple Heart Lounge (Winnipeg Convention Centre)

**Cost:** \$35 (plus taxes and fees - call Ticketmaster at 669-3333, or visit [www.ticketmaster.ca](http://www.ticketmaster.ca))

### VOLUNTEER APPRECIATION PARTY

**When:** Monday, March 17 (Time TBA)

**Where:** Purple Heart Lounge (Winnipeg Convention Centre)

**Cost:** FREE - as a way of saying **thank you!** Ticket info to follow in the weekly communication.

**Watch for the latest updates from the 2008 Tim Hortons Brier every week in your email inbox. Miss something? Check the 2008 Tim Hortons Brier website:**

**[www.seasonofchampions.ca](http://www.seasonofchampions.ca)**

**WANTED: VOLUNTEERS WHO LIKE TO PARTY**

Would you like to hang out with fellow 2008 Tim Hortons Brier volunteers at the first big party of 2008? Contact Samara at [shutton@curling.ca](mailto:shutton@curling.ca) by February 8 to reserve two complimentary tickets to the Winnipeg Convention Centre's annual Mardi Gras celebration, taking place February 15. That's a \$30 value! Check out [www.winnipegmardigras.com](http://www.winnipegmardigras.com) for complete details.

***Congratulations!***

The following volunteers won prizes at the registration event "Volunteers: Takin' Care of Business":

Charles McMillan, Randy Palmquist, Jillian Ainge, Jennifer Morland, Lynne Wilding, Lynda Lawrence, Patricia Roshka, Patricia Flaws, Gordon Thurston

**Sponsors play an important role in the 2008 Tim Hortons Brier.  
Be a true-blue 2008 Tim Hortons Brier Booster and support our sponsors!**

**Media Partner - CJOB**

For 60 years, CJOB 68 (680 AM) has epitomized what Winnipeg is, and has diligently served the city and province in many ways. It's the radio station that has become a LEADER in the community, providing unparalleled support to the vibrant way of life for which Winnipeggers are renowned. CJOB brings the best out of its HUGE listening audience, whether for charity or a cause which enhances daily lifestyle. It's why CJOB delivers one of the HIGHEST MARKET SHARES in North America amongst radio stations in the News/Talk/Information format.

The highest-rated morning show in Manitoba, THE CJOB MORNING SHOW delivers essential information listeners need to start their day: breaking news, weather, traffic, and the lighter side, delivered from 5:30 a.m. to 9:00 a.m. Host Larry Updike is joined by our team - Barry Burns on news, Bob Irving on sports, Brian Barkley and Julie Buckingham on traffic - and a vast array of local newsmakers.

CJOB 68 - Manitoba's Information Superstation.

**Gold Sponsor - Winnipeg Ford Dealers**

The Winnipeg Ford Dealers are proud to be a sponsor of the 2008 Tim Hortons Brier.

While your Winnipeg Ford Dealers are supplying the transportation needs of the curling teams, we are also offering curling fans the chance to win a two year lease on a 2008 Ford Edge.

Ballot boxes are located at all Winnipeg Ford Dealers. Visit one of your five Winnipeg Ford Dealers and enter the Draw to the Button contest. Be one of eight lucky

contestants that get the chance to Draw to the Button right next to the champions on the Tim Hortons Brier ice during the fifth end break.

Your Winnipeg Ford Dealers, conveniently located are:

Keystone Ford	1300 Regent Avenue West
Mid-Town Ford	located in the Waverly Auto Mall
Cam Clark Ford	3636 Portage Avenue
Landau Ford Lincoln	555 Empress Street
Parkside Ford Lincoln	2000 Main Street

**Gold Sponsor - Advance Electronics**

2008 Tim Hortons Brier teams, officials, volunteers and attendees will be viewing footage and highlights of all the action on some of the most advanced High Definition Plasma TVs in the world.

Advance Electronics is pleased to have teamed up with Panasonic Canada to become the Official Electronics Sponsor of the 2008 Tim Hortons Brier. As a leader in the electronics

industry, Panasonic is synonymous with innovation, quality and performance. Advance is proud of its generation-long partnership with Panasonic and of the fact that we can offer our customers that same passion for quality.

A Winnipeg-based company for over 54 years, Advance Electronics continues to support local, provincial and national events like the 2008 Tim Hortons Brier.

**Gold Sponsor - True North Sports & Entertainment Ltd**

True North Sports & Entertainment Ltd., owners and operators of the MTS Centre, is proud to host Canada's premier men's curling event, the 2008 Tim Hortons Brier.

Since November 2004, True North Sports & Entertainment and the MTS Centre have hosted many of the biggest names in music, entertainment, and sports. Acts like Bon Jovi, Walking With Dinosaurs – The Live Experience, Eric Clapton, the 2007 World Women's Hockey Championship,

Tim McGraw & Faith Hill, and Van Morrison were among 166 exciting events to visit the MTS Centre in 2007 alone. The MTS Centre is also home to the American Hockey League's Manitoba Moose, primary affiliate of the Vancouver Canucks.

From hockey to curling, True North Sports & Entertainment welcomes Canada's favourite sports, athletes, and their fans to the MTS Centre and downtown Winnipeg.

## Manitoba Hydro and the 2008 Tim Hortons Brier School Program

Manitoba Hydro has slid into the house as the Title Sponsor of the School Program for the 2008 Tim Hortons Brier. The program was created with the intent of getting middle school-aged children involved in curling.

What a success it has become! The partnership has yielded 2,000+ registrations in "Learn to Curl" clinics across the province, and will attract over 6,000 students to the MTS Centre on March 10, 11 and 12 to watch Canada's best curlers compete in Winnipeg. As a lasting legacy, Learn to Curl teacher guides, student workbooks, and instructional DVDs will be distributed to 200 schools across the province.

Manitoba Hydro is a natural fit with the School Program. The utility has a long history of working with educators and students to develop curriculum standards and programs related to energy safety and conservation. As well, Manitoba Hydro (by way of its acquisition of Winnipeg Hydro in 2002) has inherited a 60+ year relationship between the former city-owned utility and the Manitoba Curling Association - the Winnipeg Hydro Memorial Trophy event at the world-famous MCA Bonspiel.

## Volunteer Q&A

### Q: Are there new events this year?

**A:** Yes! New to the 2008 Tim Hortons Brier week is Brierfest FanFriday, running from 11 a.m. to 6 p.m. on Friday, March 7 at the MTS Centre. Watch the Ford Hot Shots competition, and get involved in the festivities. There's something for everyone - children will enjoy Kid's Corner, featuring a magician, painting, tattoos and a twist dance contest. For adults, live entertainment and an adult twist contest will happen after the Hot Shots. Come for lunch and stay the afternoon! Play games! Win prizes! It's free!

### Q: Will my volunteer credentials get me in to the Burton Cummings concert on Friday, March 7?

**A:** Tickets **must** be purchased to this event. Your credentials will get you into the Keith's Brier Patch and Purple Heart Lounge all other nights. For Burton Cummings tickets, call 669-3333 or visit [www.ticketmaster.ca](http://www.ticketmaster.ca).

### Q: How can I work more shifts?

**A:** Volunteers are needed in the Keith's Brier Patch and Purple Heart Lounge for the late afternoon shift, as well as the closing shift ending between 1:30 a.m. - 2 a.m. Your Director can forward your name and current schedule to the Keith's Brier

Patch and Purple Heart Lounge.

### Q: Where is the volunteer seating for the draws?

**A:** Seating should be available for volunteers in the Bronze section. If you have friends or family interested in attending, tickets are still available at 669-3333 or by visiting [www.ticketmaster.ca](http://www.ticketmaster.ca).

### Q: What's the best way to get to the 2008 Tim Hortons Brier?

**A:** The 2008 Tim Hortons Brier and Winnipeg Transit have arranged for volunteers (in uniform and with accreditation) to ride the bus for free. Watch for more details coming soon to the Brier website.

Parking arrangements are pending - check your weekly updates email for more information.

**Do you have pictures of 2008 Tim Hortons Brier events? Email them to [brierpix@gmail.com](mailto:brierpix@gmail.com)**

## Ticket Information

For information on ticket packages, call 669-3333 or visit [www.ticketmaster.ca](http://www.ticketmaster.ca). Hurry - great seats are still available, but going fast!

## Media Sponsor Golden West Radio

Golden West Radio is "Community Service Radio"...connected to the community, serving small and medium-sized communities across Manitoba, Saskatchewan and Alberta with a network of 27 AM and FM radio stations.

Golden West Online is "About Your Community"...connecting you to your community by providing local information wherever you are, with a network of nine local portals across Manitoba, Saskatchewan and Alberta.

Visit us at [www.goldenwestradio.com](http://www.goldenwestradio.com)



*the best-looking trophy on ice...*

***2008 Tim Hortons Brier Merchandise Now Available***

2008 Tim Hortons Brier merchandise is now available at the Polo Park Bay outlet.

Be the first to get yours, and wear this year's colours with pride!

Contact Us

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