

# Rocktalk



**FOR 2008 TIM HORTONS BRIER  
VOLUNTEERS, ORGANIZERS  
AND SPONSORS  
Volume 1 - Summer 2007**

## In this Issue

p. 1

- From the Volunteer Coordinator
- The Latest From Winnipeg

p. 2

- Volunteer Q&A
- Ticket Information

p. 3

- Upcoming Brier and Volunteer Events

p. 4

- 2008 Tim Hortons Brier Sponsors
- 2008 Tim Hortons Brier Around Town
- Contact Us

## From the Volunteer Coordinator

Welcome, and thank you for volunteering for the 2008 Tim Hortons Brier.

Manitoba has always been known for its astounding volunteers; this has been reflected in the overwhelming response for volunteers to date. The 2008 Tim Hortons Brier already has over 900 volunteers ready and willing to make this year's Canadian Men's Curling Championship the best that the curlers have ever seen.

Over the next several months, the Directors will be selecting and contacting their volunteers. Once

you receive your confirmation, you will be able to access your work schedule online via the Vic Net Software.

At the upcoming Volunteer events you will meet your Director and have all your paperwork completed, get sized for your uniform and have your picture taken. Don't forget to smile for the camera!

My aim for you, the volunteers of the 2008 Tim Hortons Brier, is to make this event the most memorable experience in recent years.

See you at the September Volunteer Event!

**Andrea Murray-Francis  
Volunteer Coordinator  
2008 Tim Hortons Brier**

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

## Presenting Sponsor - Monsanto Canada Inc.

Monsanto is an agricultural company. We apply innovation and technology to help farmers around the world be successful, produce healthier foods, better animal feeds and more fiber, while also reducing agriculture's impact on our environment.

Monsanto offers Canadian farmers a

full line of canola, corn and soybean seed and works with industry partners to broadly license biotechnology traits including Roundup Ready technology for canola, corn and soybeans and YieldGard insect protection for corn. Monsanto also markets crop protection products including the Roundup™ brand of herbicides.

Today, our researchers and breeders are working in labs, greenhouses, and fields around the world on the next generation of products that will help deliver a pipeline of future beneficial products for farmers, processors and consumers.

## The Latest From Winnipeg

If you've never been to the MTS Centre before, you're in for a real treat. The arena is a state-of-the-art, world-class facility that has hosted numerous concerts, attractions, and sporting events (including the World Women's Hockey Championship, the 2006 BDO Classic and more) since it opened in 2004. There isn't a bad seat in the house.

## Volunteer Q&A

*Watch for the Q&A in each issue of Rocktalk!*

### **Q. What sort of access does becoming a volunteer get me for the draws?**

**A.** Based on availability, volunteers will be able to access seating for all 2008 Tim Hortons Brier draws; volunteers are encouraged to buy event tickets to guarantee their seating at all draws.

### **Q. When will I know what area I'm working in?**

**A.** All volunteers will have been placed on a team by late August or early September.

### **Q. Can I wear jeans while I'm volunteering at the 2008 Tim Hortons Brier?**

**A.** We are asking our volunteers to wear their volunteer uniform with clean black pants. Don't forget to wear comfortable shoes!

## Media Sponsor - Standard Radio

Standard Radio is the largest privately owned broadcast company in Canada and our stations include some of the most recognized and listened-to brands in the industry. In Manitoba Standard owns and operates HOT 103 and QX 104 in Winnipeg, and KX96 and 101 THE FARM in Brandon.

Standard Radio's stations play a vital role in each of their respective communities and have made community involvement a core value in its business. HOT 103 and QX 104 operates an annual fundraising initiative for the Children's Hospital in Winnipeg, where this year we raised over \$600,000 in three days. In addition to generating considerable funding and public awareness for charitable causes, these activities enhance listener involvement and loyalty.

QX 104 and HOT 103 are proud to be a Media Partner for the 2008 Tim Hortons Brier.

## Gold Sponsor - JRI

As the largest privately held Canadian agribusiness, James Richardson International (JRI) is a multifaceted organization, with roots in agriculture dating back to 1857. Through its core activities - grain handling and merchandising, Pioneer Grain farm service centres, and canola processing at Canbra Foods Ltd. (manufacturer of the familiar Canola Harvest™ brand of heart-healthy oils and margarines) - JRI links farm production to domestic and world markets.

## Ticket Information

For the first time ever, opening and closing weekend packages are available a full year in advance – the perfect pack for those who can't be in attendance for the entire event!

### **First Rocks: \$95** (March 8 – 9)

See all 5 draws on opening weekend; including the Ford Hot Shots skills competition and opening ceremonies.

### **Last Rocks: \$165** (March 13 – 16)

There's nothing like the excitement of the last 3 round-robin draws, play-offs, semi-final and championship final. This package includes it all: a minimum of 7 draws, plus potential tie-breaker games.

Mini packs are available in Silver and Bronze sections ONLY.

All packages include complimentary admission – all day, everyday – to Keith's Brier Patch and the Purple Heart Lounge. Both will be serving up plenty of good old, Winnipeg-style, classic rock and roll.

### **Full Event**

Guarantee the same great seat for all 9 days with many great seats still available at four affordable price points.

### **Quote your Code: Don't Forget...**

When purchasing your Brier tickets, remember to 'Quote your Code' and a percentage of your purchase will be designated as a credit towards your favorite Manitoba curling club.

**Tickets are available through Ticketmaster by calling 780-3333, or by visiting [www.ticketmaster.ca](http://www.ticketmaster.ca).**

## Diamond Media Partner - Winnipeg Free Press

For 135 years, the Winnipeg Free Press has been Manitoba's leading source of news and information. It's award winning journalism has earned it the trust and respect of a loyal readership and made it the most influential and credible news medium in the province.

The Winnipeg Free Press provides a combination of outstanding daily news coverage plus up to the minute live coverage on the web at [www.winnipegfreepress.com](http://www.winnipegfreepress.com). Regular features such as the TAB, Detour, Travel, Careers, Sunday Homes and Auto Showcase continue to be popular sections for our readers. Of the adult population who have received post secondary education (college or university) 78% are Free Press Readers.

The Winnipeg Free Press – We're there for you!

## Upcoming Volunteer Events

*Mark these dates on your calendar!*

**There will be three events held for our eager and energetic volunteers. We would to thank all volunteers for dedicating your time to the 2008 Tim Hortons Brier.**

**NOTE: All volunteers MUST bring two pieces of identification (one of which should be photo identification) for Events #1 and 2.**

### #1: Volunteers: "Taking Care of Business!"

**Sunday, September 23, 2007, MTS Centre**

The first volunteer event "Taking Care Of Business" has been planned for September 23, 2007 at the MTS centre, and will give all volunteers the opportunity to:

- get their pictures taken for their accreditation,
- pay their registration fee of \$100 (either by **CASH OR CHEQUE ONLY** payable to 2008 Tim Hortons Brier)
- uniform fittings and ordering
- meet a representative from their area that they will be involved in.

### #2: Volunteers: "You Ain't Seen Nothing Yet!"

**February 2008**

The second event will be to

- distribute the uniforms and accreditation.
- allow volunteers to ask follow up questions and check in with their Directors
- Generate excitement for the 2008 Tim Horton's Brier.

### #3: Volunteer Appreciation Party

**Monday March 17, 2008**

The final event will be to show our appreciation to all the volunteers who have contributed and dedicated an huge amount of time to this event, and will be held the Monday following the Brier. Watch for more details in our upcoming newsletter for the possible theme that the night may hold!

## Gold Sponsor - CanWest Global Place

Nestled within Winnipeg's tallest tower, the 2008 Tim Horton's Brier has found its home and its headquarters at our home - CanWest Global Place – downtown and in the heart of our city. From here, all the organizational shots will be called as we open our arms and our offices to the CCA and one of Canada's most popular sports. As a Gold Sponsor of this prestigious event, our partnership with the CCA is a perfect fit as we both strive for superior results in all that we do.

CanWest Global Place is Winnipeg's leading and most prominent office tower, featuring 32 floors of superior commercial and retail development. For further information about this property, please visit us at [www.canwestglobalplace.com](http://www.canwestglobalplace.com).

## READY TO ROCK! VOLUNTEER LEVELS as of June 2007

1,200  
1,100  
1,000  
900  
800  
700  
600  
500  
400  
300  
200  
100  
0

**946 volunteers to date!**



## Media Sponsor - Pattison

Delivery of outstanding Outdoor Advertising has been the business of Pattison Outdoor for over 80 years. Winnipeg is one of Pattison's key markets in the prairies as the region sells outdoor billboards as well as the City of Winnipeg transit fleet. With 10 other markets throughout the province, Pattison Winnipeg has the market share of provincial out-of-home coverage.

Our local office is thrilled to be the Pattison host for the Legends of Rock, 2008 Tim Horton's Brier.

Pattison might be known as a legend in its own right, as the company began as a small Vancouver sign shop and has since grown into a national sales organization. The Jim Pattison Out-Of-Home Media Group, a customer-oriented "super force" represents 21 companies from coast to coast with over 28,000 employees.

Pattison Outdoor is proud of its tradition but is always looking towards the future by continually upgrading products and seeking better ways to serve advertisers large and small.

## Diamond Sponsor - John Deere

John Deere (Deere & Company - NYSE: DE) is the world's leading provider of advanced products and services for agriculture and forestry and a major provider of advanced products and services for construction, lawn and turf care, landscaping and irrigation. John Deere also provides financial services worldwide and manufactures and markets engines used in heavy equipment. Since it was founded in 1837, the company has extended its heritage of integrity, quality, commitment and innovation around the globe.

# 2008 Tim Hortons Brier - Sponsors

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Official Spirit Supplier



Official Wine Supplier



Bronze Sponsors



Media Partners



## 2008 Tim Hortons Brier - Around Town

Watch for the 2008 Tim Hortons Brier at the following summer events:

- Winnipeg Blue Bombers Games on July 27, August 24 and September 8 (Banjo Bowl Fan Day)
- Winnipeg Goldeyes Baseball – Brier at the Ballpark on August 25

## Contact Us

Questions or comments regarding information in Rocktalk, as well as general inquiries about the 2008 Tim Hortons Brier, should be directed to the 2008 Tim Hortons Brier office.

**Samara Hutton**  
**Administrative Assistant,**  
**2008 Tim Hortons Brier**

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