



**FOR IMMEDIATE RELEASE**

**May 10, 2019**

**Westlock to Host the 2020 Alberta Boston Pizza Cup Presented by Best Western February 5-9, 2020.**

The best men's teams in Alberta will chase their Brier dreams in Westlock next season, it was announced by Curling Alberta today.

The 2020 Alberta Boston Pizza Cup, presented by Best Western, will be played Feb. 5-9 at the 1000 seat arena in the Rotary Spirit Centre, which is attached to the Westlock Curling Club. The winner of the competition will carry on as Alberta's representative at the 2020 Tim Horton's Brier in Kingston, Ontario, a crucial stepping-stone on the path to the World Championships, and a key element in the Olympic quadrennial.

"The Westlock Curling Club was also the host committee back in 2017, and we couldn't be happier to have the event back in their capable hands," said Jill Richard, Executive Director of Curling Alberta. "The 2017 event earned a reputation as being among the most successful provincial championships in Alberta's history, and we're looking forward to another home run. The community in Westlock is tremendously supportive - I'm sure that all their guests will be treated like royalty."

In order to qualify to compete at the 2020 Alberta Boston Pizza Cup, eight teams will earn berths through their performance at the provincial qualifying events sanctioned by Curling Alberta earlier in the season. The 12-team draw will be filled with two other teams who will earn direct entry based on the Canadian Team Ranking System (CTRS) and two teams based on points collected through competing in other Alberta-based events.

"Our volunteers are already hard at work," said Stephane Gervais, Treasurer of the Westlock Curling Club and Co-Chair of the organizing committee. "We have our sights set on delivering a truly memorable experience. Hosting the Alberta Boston Pizza Cup is a significant source of pride for our community, all thanks to our volunteers, sponsors, and partners who band together to help us showcase who we are what we're capable of."

"This event is also about working with the Westlock Curling Club to spread the power of curling throughout our region. Curling has always and will always bring people together," said Westlock's Mayor, Ralph Leriger. "We are honoured to have the Boston Pizza Cup return to our community and look forward to the town being a buzz of excitement in February 2020."

“We’re also thrilled to announce that Boston Pizza, Northern Alberta Group, will be returning as title partner of our men’s provincial championships for the next three seasons,” Richard explains. “We’re extremely fortunate to have such an active partner who truly recognizes the role curling plays in making our communities healthier, stronger, and better places to live.”

“We’re proud to stand behind such an important sport in Alberta,” said Julie Sharkey, the group’s Business Manager. “Our partnership with Curling Alberta is a special one, because it enables us to turn our passion for curling into something really positive for our communities. We also hope curlers and fans see our restaurants as welcoming and family-friendly places for them to gather and to enjoy great food.”

Sportsnet will provide broadcast coverage of the semi-finals and final on Sunday, February 9<sup>th</sup>, 2020. Tickets will go on sale in September.

Please visit the Curling Alberta website for the complete list of provincial championship locations and dates ([albertacurling.ab.ca](http://albertacurling.ab.ca)).

### **Media Contacts**

Jill Richard  
Executive Director, Curling Alberta  
Tel: 780.903.9554  
[jill.richard@curlingalberta.ca](mailto:jill.richard@curlingalberta.ca)

Mike Taylor, Colleen Taylor  
Co-Chairs of Press & Publicity  
Tel: 780-307-8029  
[2020bpcupmedia@gmail.com](mailto:2020bpcupmedia@gmail.com)