



METRO DENVER SPORTS COMMISSION

FOR IMMEDIATE RELEASE

Tuesday, September 18, 2007

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DENVER TO HOST 2010 U.S. OLYMPIC TEAM TRIALS FOR CURLING

(STEVENS POINT, Wis.) – Denver, Colorado, has been selected as the host site for the 2010 U.S. Olympic Team Trials for Curling.

A final agreement is pending, but the U.S. Curling Association (USCA) Board of Directors voted on Saturday to accept a bid presented by the Metro Denver Sports Commission (MDSC) to host the weeklong competition Feb. 21-28, 2009, at the Broomfield Event Center, a 7,000-plus seat arena located between Denver and Boulder.

“Our goal going into this site selection process was to choose a site that will help us put on a great championship as well as a highly entertaining event,” said USCA Vice President of Championships James Pleasants. “We are very excited by the proposal put forth by Metro Denver Sports Commission as we believe it will help us to accomplish both of these goals and really raise the bar for curling events in the United States.”

Also bidding to host the Trials were Bismarck, N.D.; Fairbanks, Alaska; Milwaukee, and Rochester, N.Y. All of the sites were distinctly unique, according to the USCA’s selection panel. After several weeks of review, Bismarck and Rochester were considered the finalists along with Denver. Bismarck—host of the 2002 World Curling Championships—presented an especially strong bid package with backing from the local Capital Curling Club on up to the Governor’s office.

“It was very tough for us to choose from such a strong field of candidates, many of whom have successfully hosted USA Curling competitive events in the past,” said Pleasants (Seattle). “We ultimately chose Denver because we believe that this is the right place at the right time for what we are trying to accomplish with our premiere event. This was not so much a “no” vote for the other bidders as it was a resounding “yes” vote for Denver.”

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It is expected that 10 men's and 10 women's teams will compete in the Trials, which will determine USA Curling's nominees for the 2010 Olympic Winter Games in Vancouver, B.C. This event also will serve as the 2009 USA Curling National Championships, with the winning teams advancing to the 2009 World Championships.

The Broomfield Event Center is home to the NBA's Development League team – the Colorado 14ers – as well as the Central Hockey League's Rocky Mountain Rage.

According to Jon Schmieder, Executive Director of the Metro Denver Sports Commission, this event is a vital step for Denver in the domestic and international sports scenes. "We are excited to host the 2009 Nationals/2010 Olympic Trials in Denver," said Schmieder. "The MDSC looks forward to working with USA Curling to help grow the sport throughout Colorado and the rest of the nation. This prestigious event is a major success for the community."

USA Curling, in partnership with the MDSC, hopes to surround the Trials with an interactive fan zone and other entertainment to enhance the fan experience. The playoff events to qualify for the U.S. Olympic Team Trials will begin during the 2008-09 season.

The MDSC will draw on expertise from the Colorado Curling Association, which has close to 300 members and is one of the fastest growing curling regions in the nation. Clubs exist in Colorado Springs, Crested Butte, Denver and at the University of Denver. There also has been interest expressed in creating curling clubs in Telluride and Aspen.

The Vancouver Olympic Games will take place Feb. 12-28, 2010, with the Paralympic Winter Games to follow on March 12-21.

USA Curling is sponsored by AIT Worldwide Logistics, AmerAust Technologies and Nike as well as by AT&T, General Motors, The Home Depot, and Bank of America through a joint marketing program with the U.S. Olympic Committee.

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ABOUT THE METRO DENVER SPORTS COMMISSION

Formed in 2001, the Metro Denver Sports Commission is a nonprofit 501(c)(6) organization whose purpose is to create a legacy of economic and social vitality through sports. For more information, please visit the Sports Commission's Web site at www.denversports.org.