



For Immediate Release
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2011 Tim Hortons Brier
London, Ontario

The Big Ticket is Big News for the London Brier!

The 2011 Tim Hortons Brier, presented by Monsanto, is on its way to London, March 5 – 13 - and starting March 1 fans can take advantage of a great new way to see nine incredible days of curling.

Peter Inch, Chair of the 2011 Tim Hortons Brier Host Committee, today announced the introduction of the *Big Ticket* package - an innovative new option that provides maximum exposure to all the drama, excitement and fun of this legendary national curling championship.

“We’ve been waiting a long time to get the Brier into the John Labatt Centre,” said Inch. “And now that we’ve finally achieved that goal, we want to make sure tickets are priced and structured to ensure as many fans as possible have access to the best seats in the house.”

The full Brier experience started decades ago with the full event pass, which guarantees your seat for all 21 draws for the entire event. And in 2011, it’s still available at a price of \$389.

The new Big Ticket also offers a “flex” option priced at \$439. “It allows you to use your tickets on your own terms,” said Inch. “Take family or friends to a draw. Give a few to your staff for another. Pick the times and draws that work best for you. It’s all about making the most of your ticket package.”

A complete guide to buying the new Flex package is available online at seasonofchampions.ca.

All Big Ticket packages provide value-added features including an exclusive Fan Appreciation Night where fans take part in a “meet-and-greet” with competitors, as well as Up Close and Personal interviews and team autograph sessions.

Tickets may be purchased online at seasonofchampions.ca, by phone at 1-866-455-2849 or in person at the John Labatt Centre ticket office, starting March 1.





Inch noted that London's history of volunteer support was a key factor in securing the rights to the 2011 Tim Hortons Brier. "We have so many hard working volunteers who contributed to the success of past events including the 2002 Canadian Seniors Championships and the 2006 Scotties Tournament of Hearts. We expect even greater support for the Brier and encourage volunteers to contact the Host Committee to get involved in the early stages."

To be a volunteer for the 2011 Tim Hortons Brier, apply online now at seasonofchampions.ca.

For more information contact:

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