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# Press Release

## New Sponsor for TCA Men's Bonspiel

**The Toronto Curling Association is pleased to announce there is a new sponsor for the TCA Men's Bonspiel**

Toronto, ON: Starting with the 2009/10 curling season and for the next three years, Goldline Curling will be the new sponsor of the TCA Men's Bonspiel.

Goldline Curling, with its head office in Mississauga, Ontario will take over from Johnson Controls Energizer Batteries as the main sponsor for the 114 year old event effective immediately. Johnson Controls ended its sponsorship of the event after 8 years.

The President of Goldline Curling – Doug Flowers said "This is very much a natural fit for us." Flowers mentioned the commitment that Johnson Controls has had to the bonspiel, "As a curler I applaud the standard they have created. Our goal at Goldline is therefore to earn similar respect and profile through the course of our association."

"Goldline have been such a great supporter of curling here in the Toronto area for many years", said Bill Baker, Chair of the TCA Men's Bonspiel, "I am very pleased that they have stepped forward as title sponsor of the TCA Men's Bonspiel and see this as a "win-win-win" ... for our bonspiel, for Goldline, and, most importantly, for the curling community here in Toronto. I hope all male curlers in the city will make a point of entering "The Goldline" next year and for years to come."

Over 300 men's teams (1200 curlers) enter the annual event which is played over 6 days in early January at various curling clubs throughout the GTA.