



MEDIA ALERT / PHOTO OPPORTUNITY



M&M Meat Shops Hamilton & District Curling Bonspiel

The ice has set and brooms are ready to sweep during the 2012 M&M Meat Shops Hamilton and District Curling Bonspiel. Thousands of participants and spectators anxiously await this regional event each year and the competitors take to the rink Monday, January 9, 2012.

For the fifteenth consecutive year, M&M Meat Shops is the title sponsor of the Hamilton and District region's largest amateur curling bonspiel. More than 900 men and women ages 19 – 65+ from eight curling clubs around the region will compete for top honours in a variety of categories. For a full tournament schedule and results visit www.hamiltoncurling.com.

Hamilton & District Curling Bonspiel

What: The Hamilton & District region's largest amateur curling event featuring more than 900 competitors

When: January 9 – January 15, 2012 (Finals on January 13 & 15)

Glanford Curling Club

- Friday, January 13 – Day Ladies Final at 1:00 – 3:00 pm
- Friday, January 13 – Day Ladies Final at 4:00 – 6:00 pm
- Friday, January 13 – Senior Ladies Final at 9:30 – 11:30 am

Burlington Golf & Country Club

- Friday, January 13 – Senior Men's Final at 11:15 – 1:15 pm

Dundas Granite Curling Club

- Friday, January 13 – Masters Men's Final at 11:15 – 1:15 pm

Hamilton Victoria Curling Club

- Sunday, January 15 – Women's Open Final at 4:00 – 6:00 pm

Burlington Curling Club

- Sunday, January 15 – Men's Open Final at 4:00 – 6:00 pm

Where: At all eight curling clubs throughout Hamilton and District including Burlington Curling Club, Burlington Golf & Country Club, Dundas Granite Curling Club, Dundas Valley Golf & Curling Club, Glanford Curling Club, Glendale Golf & Country Club, Grimsby Curling Club and Hamilton Victoria Club.

Over a century ago a rivalry between the Hamilton Victoria Club and the now defunct Hamilton Thistle Club created this annual Bonspiel. Glanford Curling Club soon joined the quest for bragging rights but the "City and District" competition was established in the early thirties when the Hamilton Victoria Club introduced the Dixon Trophy for presentation annually to the winning rink. Women became active curlers locally in 1934 but it was not until 1959, that an annual Bonspiel was established on their own and then joined the men's Hamilton & District scheduling in 1987. The Bonspiel growth now accommodates competitions for daytime and evening Lady and Men curlers who compete in evening Open competition with separate Day Ladies, Senior Ladies and Senior Men, Masters Men daytime activity.

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A Kitchener-based business, M&M Meat Shops opened its first store in 1980 and has been growing steadily since then. The chain currently has more than 460 locations across Canada, including over 200 in Ontario alone. M&M Meat Shops is a strong supporter of curling with sponsorships at both the national and regional level. M&M Meat Shops offers hundreds of meal ideas for today's busy families ranging from succulent steaks to delicious desserts. For more information on M&M Meat Shops or for tips on hundreds of meal ideas visit www.mmmeatshops.com.

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For more information, please contact:

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