



FOR IMMEDIATE RELEASE

CURLSASK Announces Rebrand of Women's Provincial Championship: Introducing the Viterra Prairie Pinnacle

CURLSASK is proud to announce the rebranding of our women's provincial curling championship from the Viterra Scotties Tournament of Hearts to the Viterra Prairie Pinnacle. The name change reflects the significance of the championship in the lives of Saskatchewan curlers and celebrates their achievement in reaching the pinnacle of their careers.

CURLSASK worked closely with Viterra, the event's main sponsor, to create both the name and the new logo for this event. Inspired by Saskatchewan's provincial flower, the Prairie Lily, and the pride we feel for our athletes' accomplishments, the rebranding represents both the spirit of the sport and the resilience of our community. The event's logo captures the essence of the prairie spirit, depicting the shape of Saskatchewan with a curling rock traveling down the ice toward a Prairie Lily.

"We are excited to launch the Viterra Prairie Pinnacle, a name that truly represents the journey and dedication of our athletes," said Steve Turner, Executive Director of CURLSASK. "For many curlers, this event is the culmination of years of dedication, making it the pinnacle of their career, and we're proud to honour them with a name that reflects both their achievements and our province's heritage."

"We're very proud of our longstanding partnership with CURLSASK, and its commitment to growing the sport of curling in our province for people of all ages," said Kyle Jeworski, CEO of Viterra Canada.

"Curling is a great way to cultivate valuable skills such as teamwork, confidence, and discipline, and the Prairie Pinnacle represents what can be achieved through setting goals and the spirit of competition. At Viterra, we're looking forward to the tournament in January as a showcase for the best curling our province has to offer."

The inaugural Viterra Prairie Pinnacle will take place on January 21-26, 2025, in Kindersley, welcoming top teams from across the province to compete for the prestigious title.

For more information about the Viterra Prairie Pinnacle, and to get tickets visit curlsask.ca.

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