



FONDATION
**SANDRA
SCHMIRLER**
FOUNDATION



**INFORMATION – FOR IMMEDIATE RELEASE
SEPTEMBER 15, 2006**

KURL FOR KIDS SUPPORTS THE SANDRA SCHMIRLER FOUNDATION

TORONTO__ The world's largest celebrity bonspiel has announced it will donate all proceeds from future events to the Foundation bearing the name of one of Canada's most beloved curlers.

The Sandra Schmirler Foundation was formed in January of 2001, in remembrance of Sandra Schmirler, whose team won three world championships (in 1993, 1994 and 1997) and the 1998 Olympic gold medal.

The Foundation directly supports neonatal facilities across Canada. Money donated is used to purchase equipment that assists premature, low birth weight and seriously ill infants who need the special care provided in neonatal units.

The Kurl for Kids Charity Bonspiel, which has raised in excess of \$1.7 million for organizations that assist children with special needs in the community since it started in 1990, has now decided that all future proceeds will go to the Sandra Schmirler Foundation.

"We are constantly striving to make a difference in the lives of children with special needs in our community. Through our support of the Sandra Schmirler Foundation, we will help babies in neonatal units of hospitals overcome the many challenges that they face," said Kurl for Kids Chairman Dave Wylie. "The list of Celebrity Skips who appear each year reads like a 'Who's Who' in the world of competitive curling," he added. "Provincial, Canadian, World and Olympic Champions from Canada, the United States and Europe have all given freely of their time to come to Toronto and help make this noble event the success that it has become."

The Sandra Schmirler Foundation, which for just the 2005-2006 fiscal year committed \$200,000 to hospital grants, was thrilled at the news.

"We are very pleased that Kurl for Kids is joining with us in the challenge of helping those who are the most young and vulnerable," said Jim Harper, Chairman of the Foundation. "Our slogan is 'Champions Start Small'. Developed to ensure that the spirit of a great champion will live on, the Sandra Schmirler Foundation helps hospitals care for babies so that they can grow and reach their potential."

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About Kurl for Kids:

In 1990, through the efforts and support of many top curlers in Ontario, the Kurl for Kids Charity Bonspiel became a reality. Since its inception, the Kurl for Kids Charity Bonspiel has raised well over \$1.7 million for organizations that assist children with special needs in the community.

The participants in the Kurl for Kids Bonspiel come from across Canada and even parts of the United States for a chance to play with a Celebrity Skip and to help the children. They give of their time generously, by raising pledges and playing in the three-day event. During the bonspiel, other fund raising activities, like a silent auction and merchandise sales, contribute to the funds raised through pledges.

The 2007 bonspiel will be held April 5 to 7 at the Tam Heather Tennis and Curling Club, Toronto, ON.

About the Sandra Schmirler Foundation:

The Sandra Schmirler Foundation was formed in January of 2001, in remembrance of Sandra Schmirler, whose team won three world championships (in 1993, 1994 and 1997) and an Olympic gold medal (in 1998). The Foundation has an elected Board of Directors, led in 2006-2007 by Jim Harper (Chair). The three person staff is headed by Linda Moore (President and Chief Operating Officer) who skipped the Canadian team that won the 1985 world curling championship.

Last year, grants and gifts went to the IWK Health Centre Foundation in Halifax, the Children's Health Foundation in London, Ontario, and the Hospitals Foundation of Regina. This season, the Sandra Schmirler Foundation is providing grants to the McMaster Children's Hospital in Hamilton, the Lethbridge Regional Hospital Foundation and the Greater Victoria Hospitals Foundation. In each case, vital neonatal equipment like fetal heart monitors and incubators will be purchased with the grants.

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