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FOR IMMEDIATE RELEASE

Charlottetown proud to host Scotties Tournament of Hearts in February 2011

CHARLOTTETOWN, PEI – Mayor Clifford Lee is excited and proud to welcome back the Scotties Tournament of Hearts return to Charlottetown in 2011. It is a privilege for the Capital City to host the pinnacle of Canadian Ladies Curling in Charlottetown.

“This community has a rich history in hosting successful sporting events and is known nationally and internationally for its warm hospitality and outstanding community spirit. We look forward to welcoming back the Scotties Tournament of Hearts to the Capital City for their 30th Anniversary,” says Mayor Lee

“As a highly recognized event hosting destination, our city has worked tirelessly to further our event hosting abilities and relationships. Today’s announcement is evidence that Charlottetown continues to remain at the forefront when it comes to hosting high-profile major events such as the 2011 Scotties Tournament of Hearts.”

“This event will significantly stimulate economic and tourism development and provide an opportunity for Charlottetown to be the focus across the country during this week-long nationally televised event.”

Hosting an event like this will inject life into the winter season and serve as a catalyst for economic and tourism activity in our City. Through 60 hours of nationally televised media coverage, Charlottetown will be showcased during this high-profile, week-long event. The entire Charlottetown community will benefit from hosting the Scotties. The Scotties Tournament of Hearts will have an estimated economic impact of \$15 million dollars to our community through hotel accommodations, dining, shopping, retail and merchandise sales, Lee says.

Mayor Lee thanks and recognizes the strong volunteer support and local partnerships in the community for these types of events to continue to want to return to Charlottetown.

The role of our volunteers and local partnerships is invaluable and play a huge role in the success of the overall event when it is held in our community. Our long sporting tradition combined with our passion and determination will ensure that the 2011 Scotties Tournament of Hearts is again a true success states Mayor Lee. Mayor Lee encourages all citizens and sports enthusiasts to come to the rink and watch the greatest ladies curling that you will see in this country right here in Charlottetown at the Charlottetown Civic Centre in February of 2011.

The 2011 Scotties Tournament of Hearts will be played in the Charlottetown Civic Centre, from February 19-26 with draws broadcast on TSN. Tickets will go on sale in January 2010.