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Camps that Rock

Youth summer curling camps sponsored by The Dominion

TORONTO, ON - Summer activities that are both interesting and exciting are on the minds of parents and caregivers as the school year concludes for children across the country. The Dominion sponsors four annual curling camps geared at teaching children and youth the sport of curling, ensuring that sportsmanship, mutual respect, and enjoyment of the game are what follow. The camps are aimed at a wide range of ages and skill levels, and look to foster a lifetime love for curling and physical activity. The Dominion's elite sponsored curling teams and players often visit the camps as instructors, motivators, and guest speakers. The opportunity to interact with professional athletes is always a highlight for the children in attendance. This past week, Jim Waite, who coached the national men's team to Gold at the Vancouver Olympics, was at the Sudbury Amethyst Camp as an instructor.

Our sponsorship of these camps ensures that, not only are participants provided with the best camp experience in the country, but that the camps maintain fees at the most reasonable rates possible. This initiative stays true to our promise of making a difference in the neighbourhoods where we live and do business.

Amateur sport is an exciting and vital part of Canadian life, and curling is a community-based sport at which our country excels. Curlers combine physical skill with teamwork and strategy. They play by the rules without the need for a referee. They are taught to be honest, rather than how to cheat without getting caught. The underlying principles of curling align perfectly with those The Dominion practices as an insurance company.

George Cooke, President and CEO of The Dominion has a passion for stimulating curling at the grass-roots level. Our sponsorship of the curling camps harmonizes with our very own The Dominion Curling Club Championship, Canada's first and only championship for club curlers. This championship allows recreational club curlers, as their club's champion, to compete in an annual provincial and national championship. Any profit generated from The Dominion Curling Club Championship will be directed to the Canadian Paraplegic Association (CPA), as well as developmental curling initiatives in communities across Canada. This year's championship is being held in Richmond British Columbia; please visit thedominioncurls.ca for more information. More information about The Dominion is located on our website, thedominion.ca.



Perhaps the children that enjoy these summer camps will one day represent their province in the Brier, The Scotties or The Dominion Curling Club Championship.
LOCATIONS AND DATES OF THE DOMINION SUMMER CAMPS

Amethyst Junior Curling Camp – Sudbury, ON
July 3-8, 2011

Trillium Junior Curling Camp – Guelph, Ontario
Week A: August 14-19, 2011
Week B: August 21-26, 2011

Whitecap Academy Junior Curling Camp – Halifax, Nova Scotia
Week A: August 7-12, 2011
Week B: August 14-19, 2011

Alberta Rocks Junior Curling Camp – Leduc, Alberta
Week A: August 13 - 16, 2011
Week B: August 18 - 21, 2011

ABOUT THE DOMINION

Canadian owned and operated since 1887, today The Dominion is one of the country's largest property and casualty insurers. The Dominion takes pride in providing Canadians with confidence that the cars, homes and businesses they value are protected. A fierce advocate for consumer interests, The Dominion is committed to making sure the insurance system works best for consumers. The Dominion strongly believes consumers should have access to independent, professional advisors, who provide advocacy and choice, which is why they distribute their products exclusively through independent brokers. The Dominion's priority is to earn and maintain the trust and loyalty of policyholders, employees and business partners. Visit thedominion.ca