

FOR IMMEDIATE RELEASE

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## *Sample Open House Press Release*

(ESCANABA, Mich.) – The Escanaba Curling Club will hold an open house on Friday, Feb. 17 for people of all ages interested in trying out or just learning more about one of the newest Winter Olympic sports. Curling debuted as a full-medal sport at the 1998 Olympics in Nagano, Japan, and is again a major part of the program for the 2006 Games now underway in Torino, Italy.

Friday's open house, at 1212 Moonlight Ave., begins at 4 p.m. and continues until 10 p.m. Informal instruction will be available throughout the event, and many of the club's 75 members will be on hand to answer questions and provide information about the 500-year-old sport of curling. Televisions at the club will be tuned to the day's featured Olympic coverage, which will likely include updates of Team USA's quest for gold in curling. There will also be taped presentations of curling instruction, championship highlights, and other features about the sport.

Curling is a sport for all ages and abilities. Similar to golf in many aspects, it is a lifetime activity that men, women and children can play and enjoy together. Beginners can receive instruction, practice the basics, and take to the ice for a game within the first hour of participation. But like that other Scottish sport—golf—it takes years and countless hours of practice and play to even begin to master curling. Olympic-level curlers are examples of the whole-body fitness, finely-tuned finesse, and mental toughness required to excel internationally.

Those planning on trying out curling at the Open House should wear comfortable, loose-fitting clothing (such as a jogging suit) and rubber-soled shoes. Wearing a couple of layers will allow you to adjust accordingly as you go from less-active instruction in the ice rink to full participation. The club will provide all other equipment needed to participate.

Whether you come to play or just to watch and learn, you'll get an insider's view of curling that, for one, will help you better understand the action during the 12 days of Olympic competition. For instance, you'll discover:

- What all that sweeping is about.
- The difference between a hack and a hog line.
- Why an end isn't necessarily The End.
- How easy it really is to slide a 42-pound rock down the ice.
- The meaning of "Hurry Hard!"
- Why it's desirable to throw rocks at the house.
- And finally, how you score in this sport.

While the Escanaba Curling Club's league season normally begins in November and ends in mid-March, the club is offering a special, mini-league this season for newcomers interested in playing yet this season. A four-week session will begin on Tuesday, Feb. 20 and continue on each Tuesday thereafter through March 14. More information and registration will be available at the Feb. 17 Open House.

For more information about the Open House, or the Escanaba Curling Club in general, contact Joe Almanac, (715) 256-0000, or [joe.almanac@home.com](mailto:joe.almanac@home.com). More information about curling is also available at [www.usacurl.org](http://www.usacurl.org), or by calling USA Curling at 1-888-CURLERS.

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