



NEWS RELEASE

For Immediate Release
March 2, 2015

PROCURLINGWEAR LAUNCHES NEW PARTNERSHIPS & BRAND

PROCURLINGWear is pleased to announce that it has developed a strategic partnership with Goldline Curling to manufacture and retail custom sublimated curling apparel under the PROCURLING brand.

PROCURLINGWear, a division of WOW! Special Event Management Inc. of Penetanguishene, Ontario, which has operated the HOT SHOTS Curling Camps in Canada and the USA for the past 20 years, is also pleased to announce that two-time Canadian Champion Emma Miskew, from Team Rachel Homan, has joined PROCURLINGWear as Senior Graphic Designer.

"We are excited to be taking the leap from being an on-line retailer of custom curling apparel, to being involved in the actual design and manufacturing of performance garments," announced David Gravelle, President of PROCURLINGWear. "Having Goldline as a partner will leverage our ability to meet the uniform needs of curlers across Canada, the United States, and around the world."

"We've had a tremendous relationship with David Gravelle, sponsoring his HOT SHOTS Curling Camps for the past two decades," explained Erin Flowers, Director of Public Relations at Goldline. "With the support of our representatives and dealers, players at all levels will be able to access sublimated apparel at reasonable costs."

Sublimation is a process whereby ink becomes a gas when under heat and pressure, inserting colours into the fibres of the fabric. Sublimated apparel does not peel, crack, fade, or lose its vibrancy. The fabric will still stretch, breathe, and maintain all of its performance attributes during this process.

"Our apparel line meets or exceeds the current performance fabrics the top teams are wearing," said Gravelle. "Our Canadian manufacturing facility has tremendous capacity, allowing us to shorten the time between order and delivery. And, most importantly, our pricing will be less expensive than our competitors in the marketplace."

"The addition of Emma Miskew to our team is extremely exciting for us" continued Gravelle. "She's a Canadian Champion, she plays on the tour, she talks to fellow athletes, and she's familiar with sponsor relations and the needs of television. Those experiences will translate into creating signature designs for PROCURLINGWear. As well each of her creations will be branded with her *Designs by Emma Miskew* logo."

"My passions are curling and design. Joining PROCURLINGWear and continuing my relationship with Goldline is a perfect fit for me," explained Emma Miskew, a two-time Canadian Champion, and graduate of the Industrial Design Program at Carleton University in Ottawa, Ontario. "I really look forward to working with teams to create unique identities and brilliant designs."

22 Kerr Drive, Penetanguishene, Ontario, Canada L9M 1H6
P. 705.321.8487 E. david@procurlingwear.com W. www.procurlingwear.com

PROCURLING WEAR

(2)

The new PROCURLINGWear website www.procurlingwear.com will be re-launched April 1, 2015 with Designs by Emma Miskew semi-custom looks, with an interactive feature that allows teams to select their styles and colour schemes. As well, teams will be able to contract Emma Miskew directly to create one-of-a-kind custom designs for their apparel. Emma can also design custom curling broom handles that match the team's look.

PROCURLINGWear has been an on-line retailer of curling apparel for the past three years, supplying apparel to elite teams such as US Champions Team Erika Brown and Heath McCormick, top Canadian competitive teams, junior rinks from coast to coast, and club players. The company has prided itself on understanding player's needs and flawless customer service, which will continue and expand through these new partnerships.

"The world's top curling athletes are demanding the latest in performance apparel for their on-ice apparel. As well, they want unique designs that reflect their personalities and support their sponsors," explained Gravelle. "We believe average curlers want the same thing, and we hope to help them look and play like the pros."

For more information:

David Gravelle
President,
PROCURLINGWear
A division of WOW! Special Event Management Inc.
Direct: 705.321.8487
Email: david@procurlingwear.com

Erin Flowers
Director of Public Relations
Goldline Curling
Work: 905-826-5250 Ext 240
Email: erin@goldline.ca

Emma Miskew
Designs by Emma Miskew
Email: emma@procurlingwear.com



DESIGNS BY
Emma Miskew

