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Sackville prepares for national TSN broadcast

■ Curling club to be presented with $25,000 Friday

BY ALYSSA MOSHER
TIMES & TRANSCRIPT STAFF

SACKVILLE — It's almost Sackville's time to shine.

On the eighth leg of their 10-day, 10-city cross-Canada tour, Kraft and TSN will be making a stop in Sackville, one of only two communities in Atlantic Canada that are part of the Kraft Celebration Tour.

Not only does the stop include a live television broadcast of TSN's SportsCentre in the community, but it also includes a $25,000 cheque from Kraft that goes towards a community recreational facility.

Sharon Allen nominated the Town of Sackville and its curling club only a few months ago. She didn't even expect her nomination to make it the top 20, let alone win a spot on the tour.

"You hope, but I certainly wasn't counting on it," Allen said in an interview last month.

But perhaps unexpectedness brings good things.

Sackville was announced as a winner of the Kraft Celebration Tour a month ago, when the town went head-to-head against Shippagan in a voting frenzy, winning by 76,000 votes.

The cross-Canada tour began last Friday in Armstrong, B.C., and will end on Sunday in Port Hood, N.S.

Sackville will be the eighth community visited during the Kraft Celebration Tour and the town is more excited than ever.

"It makes them work together and it makes them realize that we do have a good thing going here, we do have people who are interested in our town and making it a better place to be," said Patricia Estabrooks, mayor of Sackville, in an interview after New Brunswick's winner was announced.

She met with TSN officials that week to start planning the day's events. And things are shaping up quite nicely.

The day's events are scheduled to run from 5 to 8 p.m. at the Mount Allison University Swan Pond, located between Main Street and Convocation Hall.

Along with the one-hour television broadcast of TSN's SportsCentre, there will be a display of Canada's oldest hockey stick, interactive sports games, sports clubs demonstrations, an NHL interactive slap shot display, Rocks and Rings curling demonstrations and lots of free food, including many samples from Kraft.

The day will also include a performance by Stacey Reade and Janet Crawford.

And of course, the Sackville Curling Club will be presented with a cheque for $25,000 from Kraft to help with some exterior renovations of the club's building. This will happen at 6:30 p.m.

The day will end with a flyover by a Canadian Forces' C-130 Hercules aircraft.

Sackville is among 396 nominees across the country for the third annual Kraft Celebration Tour. The contest is a partnership between Kraft Canada and TSN, meant to recognize communities across the country and the importance of their recreational facilities.

"We're able to profile the community and the people who live in the community and really tell some stories about the people in these communities that we wouldn't normally tell in SportsCentre," said Shawn Redmond, vice-president of programming of TSN, in an interview last month. "So we hope to make some heroes out of some local people as they deserve to be and tell some wonderful stories."

Sackville is the second New Brunswick community to be part of the Kraft Celebration Tour. Fredericton Junction was a winner in 2009 for its Tri-County Complex.

Sackville's live TSN SportsCentre will be broadcast at 7 p.m. this Friday.