



## **Olympic Gold Medalist Jones to Go Up Against Hall-of-Famer Ferbey in National Curling Pro Am**

*Randy Ferbey announces Jennifer Jones as opposing skip in first-ever Everest-Ferbey Pro Am event.*

**For Immediate Release February 11, 2015, Toronto Ont.** --- Hall-of-Famer and four-time world curling champion Randy Ferbey today announced Jennifer Jones as the first addition to the Everest-Ferbey Pro Am roster. Jones, whose Canadian rink brought home gold from the 2014 Winter Olympics, will skip the opposing rink in the first-ever Everest-Ferbey National Pro Am.

Ferbey partnered with Everest Funeral Planning and Concierge Service, the new title sponsor of the Canadian Senior Men's and Women's Curling Championships, to create the Pro Am - a contest open to senior curlers of all skill levels across the country and designed to create awareness for seniors curling in Canada. Participants at CCA Clubs enter for the chance to win a VIP trip to the 2015 Everest Canadian Seniors in Edmonton and to play with Ferbey and Jones in the Pro Am at the event.

He first announced Jones' participation on twitter. Noting that her involvement in the event will be a huge treat for senior players and spectators alike, he said "Jennifer is one of the top curlers of her generation and having her play in the Everest-Ferbey is a real honour. But I hope she's preparing for some heated competition out there."

"I've been watching the build up to the Everest-Ferbey Pro Am since November and love what this initiative is doing to promote seniors participation in our sport," said Jones. Adding, "I have great admiration for Randy and I have learned so much from him over the years. But, of course, I can't wait to step on the ice with my Pro Am rink and try to teach him a few things."

The Everest-Ferbey National Pro Am will take place on March 28<sup>th</sup> at 12 p.m. at the Thistle Club in Edmonton during the 2015 Everest Canadian Senior Championships. The two remaining pro curlers and four contest-winning senior curlers from across the country who will round out the Pro Am rinks will be announced in early March.

### **About Everest**

Everest is the first nationwide funeral planning and concierge service. An independent consumer advocate, Everest was launched in Canada in 2001 with the goal of creating a continent wide service to help streamline and simplify the process for grieving families. Its sole purpose is to provide information to consumers when they need to make informed choices about funeral-related issues. Serving as an impartial advocate, Everest is not a funeral home, nor does it sell funeral goods or services and does not receive commissions from funeral homes or other providers in the funeral industry. Today, Everest services are

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For more information contact:  
Claire Beattie, REPUBLIC  
[claire@iamtherepublic.com](mailto:claire@iamtherepublic.com) / 416.919.5777