



For Immediate Release
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BKT Tires, OK Tire named as title sponsors for World Women's Curling Championship

The world's best curling teams will gather in Prince George, B.C., next March, and so will a pair of familiar names as the event's title sponsors.

BKT Tires and OK Tire will extend their partnership with Curling Canada and the World Curling Federation as the title sponsors of the World Women's Curling Championship.

[The 2022 BKT Tires & OK Tire World Women's Championship](#), presented by Nature's Bounty, is scheduled for March 19-27 at the CN Centre in Prince George.

BKT Tires and OK Tire also will be partners with Curling Canada for the full Season of Champions series of events, beginning with the 2021 Tim Hortons Canadian Curling Trials, presented by AGI, Nov. 20-28 in Saskatoon.

“This is a high-profile season for the sport of curling, and we're truly thankful for the support of partners such as BKT Tires and OK Tire, and we look forward to working with them to make the World Championship in Prince George a huge success, on and off the ice,” said Katherine Henderson, Chief Executive Officer of Curling Canada. “As we've known all along, curling fans are among the most loyal sports fans, and it's clear that BKT Tires and OK Tire have seen that value from sponsoring our events in the past, and we're excited to continue this relationship.”

“We are delighted to have BKT Tires & OK Tire named as the title sponsors for the World Women's Curling Championship 2022,” added Kate Caithness, president of the World Curling Federation. “After their successful title sponsorship of our World Men's Championship last season we are excited to see their continued commitment to our sport at the first world championship in the new Olympic cycle.”

BKT Tires and OK Tire and Curling Canada's partnership started with the companies being named as the joint title sponsors for the 2020 Continental Cup in London, Ont. BKT Tires and OK Tire then took on title sponsorship of the World Men's Curling Championship that was staged in the Calgary bubble last spring.

While the group foundation dates back to the 1950s, Balkrishna Industries Limited (BKT) started its Off-Highway tire business in 1987. For more than 30 years, BKT has successfully focused on specialist segments such as agricultural, construction and industrial, as well as earth-moving, port and mining, ATV, and gardening applications. As a result, BKT has developed into a global player in the Off-Highway industry, offering an extensive product range of more than 2,700 high-performance specialist tires sold in more than 160 countries worldwide.



“It is with honour and pleasure that we’ll give our name to this prestigious competition” said Mr. Rajiv Poddar, Joint Managing Director of BKT. “We’re very happy to renew our partnership with Curling Canada and to support this beautiful sport. We’re big fans of curling and sport in general, this is why we support it with no reserve all over the world. Sport is passion, dedication, determination and lots of emotions together, an incredible experience that as a company we’re glad to be associated with. On behalf of BKT Group, I wish best of luck to all teams competing!”

OK Tire is Canada’s largest independent tire and automotive service retailer network. Part of the Canadian fabric since 1953, there are more than 350 independently owned and operated OK Tire locations across the country offering a full range of both retail and commercial services. Each franchise is unique within its community, tailoring its offerings to meet customers’ needs, and covering everything in, around, on or behind any vehicle.

“At OK Tire, we are very happy, and proud, to sponsor the World’s Women’s Curling Championship again this season,” said John Sotham, Chief Financial Officer at OK Tire Canada. “It’s a great opportunity for us to be a part of this fabulous Canadian pastime, and the communities in which our locally owned stores live and serve.”

Tickets for the 2022 BKT Tires & OK Tire World Women’s Curling Championship are available online at www.curling.ca/2022worldwomen/tickets, at the CN Centre box office, or by calling 1-888-293-6613.

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