



New Holland Joins Canadian Curling Association as Official Partner

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[New Holland Agriculture and Construction](#), a world-leading manufacturer and supplier of agricultural and light construction equipment, is now an Official Partner of the [Canadian Curling Association](#) (CCA) and joins an impressive list of companies as a Partner in support of the CCA's Season of Champions series of events.



“As a company with national and international reach, New Holland has established itself as a leader in its field, and we couldn't be happier to come to this agreement,” said Canadian Curling Association Chief Executive Officer Greg StremLaw. “Having New Holland join the CCA family is another sign of the health and enthusiasm for Season of Champions curling event in our country. It is companies such as New Holland that will help our ongoing goal of continuing to build the sport, not just at the championship level but at affiliated curling centres across the country.”

New Holland is the latest member of a group of corporate partners for the CCA that includes such long-standing partnerships as Tim Hortons, Kruger Products, M&M Meat Shops, Travelers Insurance, Home Hardware, World Financial Group, Bell Canada, AMJ Campbell and DuPont Pioneer.

“New Holland is excited and proud to partner with the CCA to support the great sport of curling in Canada,” said Doug Warrener, Director of Growth Initiatives for New Holland, Canada. “Curling remains an exciting sport for the Canadian audience and more specifically the rural areas where New Holland is a major supplier of agricultural products. We look forward to working with the Canadian Curling Association in their efforts to grow the sport in Canada and around the world.”

About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini-excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information about New Holland Agriculture and New Holland Construction can be found online at www.newholland.com/na.

New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com



<http://www.youtube.com/NewHollandNA>

<https://www.facebook.com/newhollandna>

<https://twitter.com/NHAgiculture>

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About the Canadian Curling Association

The [Canadian Curling Association](#) (CCA) is the national sport governing body responsible for the development, promotion and organization of curling in Canada. In cooperation with its Provincial and Territorial Member Associations from across Canada, the CCA provides programs and services to curlers ranging from the youngest 'little rocker' (age 7 and up), to those participating at ages 70 and over – and from aspiring Olympians to Canadians with special needs, coaches, curling facility operators, ice makers and officials. The CCA also oversees and provides the comprehensive management of the Season of Champions event portfolio; develops and administers the Canadian Team Ranking System (CTRS) for Olympic qualification; and organizes and operates the championship system for Juniors (under 20), Seniors (over 50), Mixed, Women, Men, University and Wheelchair.

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