

# King Weekly Sentinel

SECTION B

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# Golden win for Lauren Hayes in \$20,000 Grand Prix

Lauren Hayes of Mono, riding Golden Boy, won the \$20,000 Grand Prix at the Ottawa National show jumping tournament on Sept. 18, held at Wesley Clover Parks in Ottawa.

Doubling her chances for victory, Hayes entered two horses in the Grand Prix and qualified both for the jump-off. She was joined by four other horse-rider combination who also jumped clear over the track set on Wesley Clover Parks' grass field by Canadian course designer, Pierre Burch. Five more entries also left all the rails in place but exceeded the tight time allowed of 72 seconds to miss qualifying for the jump-off.

Hayes was first to return for the jump-off with Icon NR, an eight-year-old gelding (Lupicor x Numero Uno) owned and bred by her family's North Ridge training and sales business. A tight turn back led to having one rail down, eventually leaving the pair in sixth place with a time of 45.75 seconds.

By the time Hayes returned as the final jump-off challenger with Golden Boy, the lead was held by Grant Field of Russell, ON, with a clear round in a time of 44.31 seconds aboard Baffin, his 16-year-old Polish-bred gelding (For Keeps x Bachus). Knowing exactly what she had to do to win, Hayes turned on the gas to power over the course and through the finish line in 43.82 seconds to claim victory.

"I didn't get to see Grant go because I was getting ready, but knew I had to go clean and a touch faster," said Hayes, 41, on what it took to win.

With the only other double clear effort, 16-year-old Olivia Blaber of Ottawa, finished third riding her 10-year-old Canadian-bred gelding, Mauna

Lani, with a time of 44.48 seconds.

Alexanne Thibault of Boucherville, QC, had the fastest jump-off time, 39.78 seconds, but one rail down left her in fourth place riding Chacco Prime, her 13-year-old Hanoverian gelding (Chacco Blue x Le Primeur). Local competitor Julia Wiggins of Kanata, ON, placed fifth with four faults in the jump-off riding Ivo W followed by Hayes and Icon NR.

Hayes and her winning mount, Golden Boy, have been partnered together since April. The horse originally came to North America this winter as a sales prospect for the annual VDL Auction held in Wellington, FL. After sustaining a cut on his leg during the transatlantic flight, Golden Boy was unable to take part in the auction. Instead, owner VDL Stud of the Netherlands opted to send the horse to Canada with Hayes at the end of the winter circuit.

"They put their faith in us, and the horse has been amazing; every time he walks in the ring he comes to play," said Hayes whose father, Jay Hayes, represented Canada in show jumping at the 1992 and 2000 Olympic Games. "Golden Boy loves the grass field at Wesley Clover Parks. He's got a big gallop and a big step, and it's nice to have the big field in to jump in. The atmosphere was great."

The Hayes family has also played the role of competition organizers and formerly ran show jumping tournaments on the site which is now known as Wesley Clover Parks.

"They always do such a great job here, it's kind of like coming back home a little bit," said Lauren Hayes of being at the Ottawa National tournament. "We came with 10 horses, and they've all had a super week. It definitely made



Ayla Barton of King rode Dorestus to round out the top 10 in the Grand Prix at the Ottawa National show jumping tournament.

Photo courtesy of Sunkist Media

the trip worthwhile."

Lauren Hayes also competed at Wesley Clover Parks with her winning mount, Golden Boy, during the two-week Ottawa Summer tournament in July. The pair enjoyed top 10 finishes in three of the four featured open jumper classes, including a seventh-place finish in the \$75,000 RBC Grand Prix on July 24.

King's own Ayla Barton finished 10th, riding Dorestus.

The Ottawa National show jumping tournament, held from September 15 to 19, was the final event of the 2021 season counting for the Ottawa Circuit Awards. All winners and special award recipients can be found at <https://www.ottawaequestriantournaments.com/ottawa-circuit-awards>.



# It's time to sweep again; curling begins

By Shellee Morning

It's been 18 months since the sheets of King heard the bellows from the hurry hard crew, and the members of their beloved curling club cannot wait to step onto the ice with broom in hand to once again resume play of this wonderful sport of curling.

COVID-19 has impacted so many of us on so many different levels for a very long time. With lockdowns forcing us to remain home (some in isolation) and away from family has truly been a challenge for us all. But it's time to get off the couch and move forward to a closer life of normalcy.

King Curling will be delivering Warm-Up Week to launch to the 2021-22 season and the anticipation for one of the most exciting season openers has already sparked the long awaited return of members. Opening week will provide a variety of different programs to the agenda for any level of curler that will include instruction from the club's certified coaching staff.

Starting Sept. 27, practice ice will be available free for members to get back on the ice to practice the skills of their game and wake up those curling muscles that was suddenly shut down 18 months ago. Visit the website to book your preferred day and time.

Curling 101 returns for those who have never tried curling and would like to and for those who only got 2 years

of curling experience before our 2020 hiatus.

Curling 102 is provided for curlers returning to action who want to polish off the rust, and revisit game strategies.

Stick Curling, new to the outline, will debut Oct. 1. This morning course will introduce techniques and rules that apply to players using a stick to launch rocks.

Youth are invited to come on Thursday, Sept. 30, from 4 to 6 p.m. and bring a friend.

All of our introductory courses will include changes to the curling game and lounge rules that have been affected by COVID-19 protocols. This event is filling up very fast, so for those who want to participate In WarmUp week are encouraged to register online under Calendar of Events on the club website.

King Curling Club offers something for everyone from the ages of 7-90 for the beginner to the experienced. The club's mission statement is about recreational fun, but the club can also accommodate for those that enjoy a bit more structured or competitive environment.

Want to get some exercise and have fun while burning some calories, check out the club website for more details of Warm-Up Week or information about the King Curling Club at [www.king-curling.com](http://www.king-curling.com). Bring on the brooms and Hurry Hard!

# FanSaves is every fan's best coupon

By Robert Belardi

In 2017, Shannon Ferguson and her life partner Kris McCarthy were working for two minor professional hockey clubs. They both managed marketing and sales, selling rewards and corporate ads to business owners.

When liaising when business owners, both Ferguson and McCarthy were told that business owners wanted more out of their sponsorships. They asked for things that were digital, that drove fans into their stores and tracked customer demographics that would earn profits on investments. With all this in mind, Ferguson and McCarthy developed their own system for this and FanSaves was born.

"What it is, is an app and a website. So, a digital platform, that offers fans discounts and deals from sponsors of their favourite teams," Ferguson said.

"So, if Pizza Hut is a sponsor of your favourite team, you get a discount for Pizza Hut because you are a fan. Season ticket holders and V.I. P's can get even better discounts and deals. We like to think of it as Instagram meets coupon."

Ferguson is not only running FanSaves but is also advocating for more women in the entrepreneurial side of sport in a male-dominated sporting world. She idolizes Vice President of the NHL, Kimberly Davis.

"She is so empowering. She speaks to people but women can really hear her message and that's important too. As a woman, I'm not looking to just be there to check a box. I want my product and my service to be something that people want. I want to be investable because I'm a great business. But a lot of times, women get overlooked," Ferguson said.

"There's unconscious gender bias. Not for any other reason, it's not like they're bad people. It just happens. Women and men have unconscious gender bias. The more we can speak up and have our message seen and have our message heard, that's what's important. Women are getting chances in the past that they never had."

Currently, FanSaves is investing

into the Toronto Six in the NWHL. The team is working hard to gain sponsorships and FanSaves is interested in labelling these sponsorships for fans of the team on their app and website.

In women's sports, Ferguson said that it is the underrepresented businesses that would come into play here and FanSaves would represent those brands.

Local businesses are thriving under FanSaves and this app will support the growth of small businesses especially in a pandemic, that has drubbed through small business more prevalently.

In order to sign up, you can download the app or create an account and begin to follow your favourite teams no matter where they are across North America. Instead of seeing pictures of the team, you see their sponsors and what deals are available. You can redeem the deal both in-store or online.

"Currently we work with over 550 businesses and brands across North America. Everything ranging from QSR to restaurants, retail, accommodations, automotive, e-commerce. For us, the feedback has been really great. Because again, they're used to getting paper coupons in. A coupon is nothing new, but paper coupons don't track data and data is king," Ferguson explained.

"True conversion is hard to come across in sponsorship. For us, sponsors and businesses, big and small, are very happy with what FanSaves provides. It's something they've been looking for from their sponsorships for a very long time."

FanSaves provides discounts to all major North American sports leagues and to a few OHL teams, ECHL teams, junior teams, Major Arena Soccer League, NWHL, WNBA and more.

Locally, FanSaves helped the Aurora Chamber of Commerce with their FanSaves Helps Gift Certificate Program, which assisted over 630 businesses all across Canada, generating \$30,000 of revenue in the process.

For more information on FanSaves head to their website or contact Ferguson directly at 613-361-1229.