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World Financial Group Continental Cup – Last Chance To Buy Full Event Tickets

Tickets for the 2018 World Financial Group Continental Cup, presented by Service Experts, have sold extremely well since going on sale in April. Due to the limited capacity of the arena, the deadline for purchasing full-event packages is Oct. 30, so if you want the same seat for all 11 draws it's important to buy tickets as soon as possible.

The full-event package goes for just \$279, subject to standard facility and ticketing service fees. Single tickets, subject to availability, will be released in November.

This is always a great event, and there will be more international curling featured on the ice than ever before. For the first time, Canada will face a challenge for its berth into the 2018 World Men's Championship next spring in Las Vegas.

Despite being the defending world champion and the No.-1-ranked country in the World Curling Federation's world men's rankings, Canada will be challenged by Brazil in a best-of Five series that will be held concurrently with the 2018 World Financial Group Continental Cup at The Sports Centre at Western Fair District in London.

Under WCF rules, the Americas Zone is guaranteed just two spots in a world championship, with one spot traditionally going to the highest finisher in the season previous. Because the United States is hosting the 2018 World Men's Championship, it gets the guaranteed Americas Zone berth, meaning Canada can be challenged by any other WCF member nation located in the Americas Zone. Only Brazil elected to launch a challenge.

Canada has until Dec. 31 to declare a team for the Challenge. In previous years, Brazil has challenged the U.S. four times — in 2017, 2015, 2010 and 2009 — and has never won a game, being swept 3-0 all four times, including last season's sweep by John Shuster of the U.S. over Brazil's Marcelo Mello.

Instead of the traditional three-sheet setup for the World Financial Group Continental Cup, a fourth sheet will be installed to accommodate the challenge.

Meanwhile, there will be a change in the Team World lineup for the 2018 World Financial Group Continental Cup. Japan's newly minted Olympic women's team, skipped by Satsuki Fujisawa, will take over the berth vacated by Russia's Anna Sidorova, who bowed out due to a conflict in the team's training schedule in advance of the 2018 Winter Olympics.