



**CURLING CANADA
FOUNDATION**

For the Love of Curling

WINTER NEWSLETTER

For the Love of Curling
YOUR IMPACT UPDATE

**BECAUSE YOUR
SUPPORT IS
WHAT MAKES IT
ALL POSSIBLE**



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THE CANADIAN CURLING WAY

Go Canada! The 2018 Winter Olympics have inspired a deep sense of pride and enthusiasm to be a member of the expansive curling community that stretches across Canada!

Our sport has a rich history and tradition of pulling people and communities together. From the thousands of volunteers to the more than a million curlers across Canada, from the dedicated coaches and club members to the hundreds of thousands of curling fans in our country, we are a passionate and engaged group that stand up for our sport and for each other. It's just the Canadian curling way.

So wave the maple leaf a little higher and cheer a little louder. You have a lot to celebrate—every successful Curling Canada achievement, whether it is the launch of a new youth program or exceptional podium results on the world stage, is owned by each of you. Thank you for everything that you make possible for our current and future champions.

We couldn't do any of it without you!

MOVERS & SHAKERS

Your *For the Love of Curling* Scholars continue to take the curling world by storm.

As young ambassadors for our sport, not only are *For the Love of Curling* Scholars exceptional athletes and students, but they are also inspirational role models that demonstrate just what is possible with hard work and determination.

Many of our scholars could be seen riddled throughout the teams at the 2018 New Holland Canadian Junior Championships.

In fact, our scholars on each of the Men's and Women's Championship teams, that are heading off the 19th World Juniors in Scotland, are 2016-2017 scholarship recipients.

This year, thanks to the caring support of the curling community, as well as an additional one-time grant from the former Women's World Curling Tour, scholarships were awarded to 13 deserving young curlers.

Selected from the more than 70 eligible applicants, these junior stars will continue to shine for years to come.

MEET YOUR 2017-2018 FOR THE LOVE OF CURLING SCHOLARS:



Thank you for helping junior curlers achieve their dreams on and off the ice! ♥

Appearing left to right starting at the top row.

- Nicholas Bissonnette, Sudbury, Ont.
- Kira Brunton, Sudbury, Ont.
- Krysta Burns, Sudbury, Ont.
- Sarah Daniels, Delta, B.C.
- Donald DeWolfe, Cornwall, P.E.I.
- Rob Gordon, Winnipeg
- Sara Guy, Wahnapiatae, Ont.
- Matthew Hall, Kitchener, Ont.
- Sarah Hoag, Gravelbourg, Sask.
- Matthew Manuel, Halifax
- Brooks Roche, Montague, P.E.I.
- Megan Smith, Sudbury, Ont.
- Mackenzie Zacharias, Altona, Man.

GETTING IT RIGHT



With the competitive pressures to perform and single sport training coming into play at younger ages, far too many youth are dropping out of sports by the age of 13 because it is not longer fun.

Why wouldn't we invest in the next generation of curlers? They are after all, our future champions, community leaders, teammates and fellow club members. They will embrace our sport and push it to new levels, taking with them over 100 years of Canadian curling history and traditions.

When it comes to the long-term development and engagement of our youngest athletes, they deserve nothing less than the very best of our sport.

For years the Egg Farmers Rocks and Rings program, presented by Curling Canada, has been introducing school age children to the great sport of curling. We are on track for a record year that will reach another 200,000-plus kids this season and bring our lifetime program participant numbers to over 1.4 million kids!

Now, thanks to Curling 101-Learn to Curl, your support is helping us to be targeted and strategic in getting these same children out on to the ice.

Building on a successful pilot, this year the program is geared to host on-ice family sessions for kids who recently participated in the gym program, this time with their parents, in over 60 clubs across Canada.

A number that will multiply, year after year, as we maintain and expand our reach by 30% annually to help additional clubs establish their own Curling 101-Learn to Curl and follow-up programs.

Once kids are on the ice for this fun teaser session, they are hooked. And that's where Curling Canada's youth programming really kicks in.

Whether it's the Under-12 stage, with its focus on participation, fundamentals and skill development or the introduction of more competition through league play that comes at the Under-15 stage, each program is designed to be "age and stage" specific and to be FUN.

Once young curlers reach the Under-18 stage, they can choose either the recreational pathway, through leagues and skill development, or move into the competitive pathway, which focuses on training, skill development and competition.

Each of these programs and pathways has been designed to create an engaging journey for our youngest athletes.

They are the custodians of the sport we all love—we knew we had to get it right—and thanks to you, we are.

When it comes to the long-term development and engagement of our youngest athletes, they deserve nothing less than the very best of our sport.

THEY ALL STARTED SOMEWHERE

Canada's success on the curling ice starts long before the first rock is thrown at a national or international competition. Today's championship curlers were once junior curlers, who relied on the support of the curling community and well designed youth programs, to guide them through their personal journeys to national and international championships.



In their respective junior curling careers, the powerhouse athletes of the 2018 Canadian Women's Olympic Curling Team participated in numerous Provincial and Canadian Junior Championships. In 2010, Homan and Miskew turned their Canadian Junior Championship win into a silver medal at the World Junior Championship!

Our 2018 Mixed Doubles Olympic Curling Team, individually had spectacular junior curling careers. Both Morris and Lawes skipped back-to-back Canadian Junior Championship teams and went on to deliver medal-winning performances at their World Junior appearances including Morris' two gold medals!



Members of your Men's Canadian Olympic Curling Team in their respective junior curling journeys, had several medal-winning accomplishments at Canadian Junior Championships. In fact, Laing was part of Morris' rink for the back-to-back gold medal finishes at the Canadian and World Junior Championships in 1998 & 1999.



Thank you for supporting our future champions.

FOR THE LOVE
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