



Curling Canada Campaign Playbook

#GROWTHEGAME2026

TAKE THE PLEDGE!



PURPOSE AND MOMENTUM



Curling is Canada's game, rooted in connection, community, and competition.

As club leaders and curling ambassadors, we are the keepers of the sport's legacy and play a vital role in helping it grow.

In 2026, curling will take centre stage again with the **Winter Olympic and Paralympic Games**, bringing national attention and renewed excitement. The surge of interest following the Games will be unmatched, but to turn that attention into lasting participation, we need to act intentionally, together.

This playbook is your guide to activating the Grow the Game campaign at your club: how to use the brand, rally your community, and keep the momentum alive long after the spotlight of The Games fades.

MAKING YOUR PLEDGE COUNT: BEST PRACTICES

It all starts with a pledge. When we pledge to grow the game, we commit to a cause and inspire others, creating a ripple of motivation. This drives our efforts, building community and accountability. The pledge serves as a powerful tool for growth and engagement.

Here's how to make your club's pledge visible, measurable, and inspiring.

Before You Pledge

- Host a short meeting or discussion to decide what's achievable and meaningful for your club.
- Align your pledge with an event, season, or goal (e.g., "10 new members" or "2 open houses").
- Assign someone to manage your pledge follow-up and communication.



PLEDGE

Visit curling.ca/growthegame and click "Take the Pledge" to tell us one way you pledge to help grow the game.



SELECT

Choose a photo or GIF to add to your message. Choose a Grow The Game image, or upload your own!



SHARE

Share your pledge on social media!
Use the hashtag **#GrowTheGame2026**

Making The Pledge

- Visit curling.ca/growthegame to officially add your pledge to the national pledge board.
- Tell us how you pledge to leverage the Olympics and Paralympics to help grow the game of curling in 2026.
- Use your province or territory's hashtag (e.g., #AB, #ON, #SK) and #Club so your club's pledge can be recognized by region.
- Show your "We Took the Pledge" window decal prominently at your club entrance.

After You Pledge

- Copy the link to your pledge and post it on social media using the hashtag #GrowTheGame2026
- Encourage individual members to make a pledge that either (1) supports/aligns with the club's pledge OR (2) is personal to the individual.
- Create a "Pledge Wall" in your lounge or hallway where all commitments are visible.
- Track your success: number of new curlers, events hosted, or engagement online.
- Send a dedicated email to your members about your pledge and how they can support it.
- Invite media to a formal announcement of your club's pledge.
- Address your members in-person in advance of each club league.



Scan the code or visit curling.ca/growthegame to make your pledge and see what others are doing to grow the game of curling. Together.



Welcome to the Grow the Game Pledge Board!

Tell us how you pledge to leverage the Olympics and Paralympics to help grow the game of curling in 2026. Don't forget to include your club name if you belong to one and add your province/territory as a hashtag!

1. Click "[Add to board](#)" to submit your pledge
2. Add a photo or GIF
3. Share on social media!



I pledge to grow the game of curling by making it more inclusive, welcoming, and accessible for neurodivergent youth. Through my Inclusive Curling program, I'm creating sensory-friendly "Try Curling" experiences for the whole family with dimmer lighting, reduced noise, flexible pacing, and neuroaffirming instructors who understand and celebrate different ways of learning and communicating.

My goal is to help more people feel comfortable



I pledge to grow the game by helping curling venues from the Community to the Olympic Level have the best quality ice possible and having lots of fun with the great Curling Community while doing it.

Art Sutherland—Accent Refrigeration Systems

From Art Sutherland



BRAND USAGE GUIDELINES

Consistency is key. When every club shares a unified message and look, the Grow the Game movement becomes instantly recognizable across Canada.

Logo and Visual Identity

- Always use the official Grow the Game logo provided by Curling Canada.
- Maintain the full logo lockup. Do not stretch, crop, or alter colors.
- Ensure the logo appears on a clean background with clear space equal to the width of the “G” in “Grow.”

Tone and Voice

Use a tone that reflects the heart of curling: inclusive, encouraging, and community-driven.

- Speak peer-to-peer: “We,” not “you.”
- Reinforce Curling Canada’s brand statement where possible: “Curling. Together.”
- Inspire action: “Let’s open our doors and grow the game.”

Photography and Imagery

- Prioritize real curlers and club moments over stock imagery.
- Show diversity (age, ability, background) to reflect curling’s inclusivity.
- Use bright, active, and welcoming imagery that evokes teamwork and fun.

PRIMARY LOGO



SECONDARY LOGO



PRIMARY COLORS

#1D3462
C=100 M=87 Y=34 K=23

SECONDARY COLORS

#1D3462
C=100 M=87 Y=34 K=23

#FFC71E
C=0 M=22 Y=96 K=0

#EAAF49
C=8 M=33 Y=83 K=0

#FFFFFF
C=0 M=0 Y=0 K=0

#FFFFFF
C=0 M=0 Y=0 K=0

SPACING



SAMPLE SOCIAL MEDIA POSTS

Your social platforms are key to spreading awareness, inspiring pledges, and showing progress.


Below are examples your club can copy or customize.

Launch Post

 We're proud to join clubs across Canada in Curling Canada's #GrowTheGame2026 campaign!

We pledge to host two Try Curling events this season, and we can't wait to welcome new curlers to our community.

Let's grow the game of curling. Together.

 Take the pledge at: curling.ca/growthegame

#GrowTheGame2026

Member Engagement Post

Think back to when you first fell in love with curling.

Be that spark for someone else.

Invite a friend, bring a neighbor, or start a conversation. It all starts with one throw.

#GrowTheGame2026

Progress Update Post

One month in and we've already welcomed 15 new curlers!

Thank you to everyone who has joined, volunteered, or shared our pledge. Let's keep the momentum rolling!

#GrowTheGame2026

Event Wrap-Up Post

What an amazing weekend at our Try Curling event!

Over 40 new participants joined us on the ice, and the excitement is just beginning.

We can't wait to see who joins our Learn to Curl program!

#GrowTheGame2026

Pro Tips: Pair every post with a photo or short video clip. Action shots and smiling faces work best.

For increased visibility on your posts, consider also including a local hashtag (e.g., #Ottawa or #Winnipeg) in addition to your province/territory (e.g., #ON or #MB).

READY-TO-USE BRANDED RESOURCES

To make things easy, Curling Canada has prepared branded resources for your club.

Use them to promote your pledge, events, and updates with brand consistency.



Print Resources

- Posters for club bulletin boards and community notice areas.
- Window decals (“We Took the Pledge” - 5x8 window decal).
- Sticker design (“I Tried Curling” - 3x3 circle design file).

Digital Graphics

- Branded social graphics (Facebook / Instagram).
- “We Took the Pledge” / “I Took the Pledge” social graphics.
- Social profile and cover graphics.

All branded digital resources can be downloaded at curling.ca/growthegame



IDEAS FOR WRAP-AROUND PROGRAMMING

Keep new curlers connected between seasons with wrap-around activities that bridge the 2025–26 and 2026–27 seasons:

- Offer an **8-week program** that spans both seasons (4 weeks in spring, 4 weeks in fall).
- Host **social summer events** like BBQs, trivia nights, or off-ice clinics to maintain contact.
- Create a mailing list for all new participants to send updates and invites for fall registration.
- Invite new participants to a Facebook group or other digital space to stay connected.

Remember to stay connected even when the ice is out. Consistency builds loyalty.

JOIN THE MOVEMENT



This campaign isn't just about curling, it's about community.
By pledging, promoting, and staying connected, we'll turn
Olympic and Paralympic excitement into lifelong engagement.

Together we can grow Canada's curling community!
Take the pledge. Share your story. Grow the Game.



curling.ca/growthegame

#GROWTHEGAME2026

TAKE THE PLEDGE!