ANNUAL REPORT

2026



Message FROM THE CEO

STORYTELLING IS PARAMOUNT in sport. Narratives, storylines, pursuit of excellence, pursuit of a dream, the ups and downs of it all.

At Curling Canada, we are no different. In an Olympic and Paralympic year, it is easy to focus on the results at the highest level of our sport as the number one storyline to follow and gauge success by. That is the storyline that sucks up the most oxygen in our sport. However, for me, while 2025-26 certainly included some of the most iconic on-ice achievements in the history of our great sport, I believe this year will ultimately be remembered as something more significant. This is the year where Curling Canada demonstrated that we can have success today while intentionally building for tomorrow.



Nolan Thiessen, Chief Executive Officer, Curling Canada

Throughout the past year, Canadians once again witnessed the very best of our sport. Our athletes proudly represented Canada on the world stage, culminating in three medals in Cortina 2026. Whether it be Team Rachel Homan fighting back from a 1-3 start to prevail in win-or-go-home games every draw before ultimately winning bronze. Or it was Team Brad Jacobs battling through all the distractions to conquer the world and stand atop the Olympic podium. Or the wheelchair team that was the talk of Canada going undefeated and delivering one of the top shots in curling history from skip Mark Ideson.

Their achievements were the result of years of dedication, supported by an entire ecosystem of coaches, clubs, volunteers, officials, member associations, high-performance staff, partners and fans. They remind us that excellence never happens in isolation and Canada is still a formidable force on the world curling stage, ready to compete with anyone, anywhere.

And to every athlete who wore the Maple Leaf this year or any point in the past, thank you. You inspired our country, you created new curlers and fans, and you reminded us why curling will always hold a special place in Canadian sport.

While podium finishes deserve celebration, they will never be the only measure of success for Curling Canada. They might be the most high-profile measure, and as someone who sweats out every result watching our teams compete, I feel the highs and lows like all fans do. But I also know that as an organization and as a sport system, there is a lot of work being done to advance the future of curling here in Canada that will be the true legacy of our work.

Behind the scenes, Curling Canada delivered a strong financial performance this past season. Through disciplined management, strong targeted marketing of events to bring in new fans, successful event delivery and the continued confidence of our sponsors and supporters, we strengthened our financial position and created greater stability for the next quadrennial ahead.

Those results matter because every dollar earned allows us to reinvest in the game itself. However, financial strength is not the destination, it is the fuel that allows us to support athletes, support our Member Associations, strengthen the capacity at the club level, develop coaches and officials, invest in innovation and create opportunities for more Canadians to experience curling through all the various channels.

This past season Curling Canada invested more than $2.3 million in grassroots initiatives through our Club Development programming, Women in Curling, Youth Programming, education and distributions from Season of Champions events. We project to spend another $2 million in the next fiscal year in these areas.

Planned investments include initiatives such as the Association of Curling Professionals, youth and first-time participation programming, the NextGen High-Performance Pathway and Regional Training Hubs, and research to build advocacy toolkits for use by all levels of our game. These key investments along with significant funding for an aligned Sport Integrity Program to ensure curling is safe and healthy for all participants are all investments in the people, systems and facilities of our sport.

This year also marked the launch of one of the most ambitious initiatives in our organization's recent history: the Grow the Game campaign.

For generations, curling has been one of Canada's great community sports, and many have heard me say that is our greatest strength. It has introduced lifelong friendships, built healthier

communities and provided opportunities for people of every age and ability. We are a true sport for life in every sense of the word. Yet we also recognize that the world around us has changed. Participation patterns, expectations, volunteerism and competition are changing and the need for people's time has never been greater.

Rather than simply reacting to these realities, we are going to choose to lead. But you will never hear Curling Canada say that we are doing this alone. All leaders in the curling system need to adapt along with that change, and most importantly prepare so we are not caught off guard.

The Grow the Game campaign represented more than a marketing initiative. It is a commitment to reimagine how Canadians discover, experience and remain connected to curling. It challenges us to think beyond recruitment alone and focus on creating experiences that people genuinely want to return to — whether they are trying curling for the first time, joining a league or volunteering at their local club.

Our vision is straightforward: more people curling, more often, better and in more communities across Canada.

That vision extends far beyond a single season and will be the focus of our next four years in alignment with our Strategic Plan and in alignment with the future of sport changes in the Canadian sport system.

The future of curling will not be secured simply by preserving what has always existed. It will be built by having the courage to evolve while protecting the values that make our sport unique.

Community. Courage. Passion. Leadership.

Those are our foundations.

But our future requires us to think differently.

It will require us to shift our focus from measuring success solely by championships to measuring success by how many people experience the lifelong benefits of curling. It requires us to ensure that every investment, and every program that we support, strengthens the entire curling ecosystem, not just one part of it.

It requires us to continue investing in what we describe as the three essential pillars of our sport: our people, our systems and our facilities. Great clubs need great leaders. Great leaders need modern systems and trust in each other. Great systems need welcoming places where Canadians can gather, compete, but most importantly belong.

These are not separate priorities they are interconnected. When one grows stronger, the entire curling world grows stronger.

That philosophy will continue to shape every decision we make. Does it strengthen the systems we work in, the people who play and contribute to our game or the facilities where our game comes to life? That is the filter for decision making.

As we look ahead, there is tremendous reason for optimism.

The clubs are still the lifeblood of the sport and remain the heart of communities across Canada. Our partners continue to believe in the power of curling and the direction of the sport. Our members want to work together, in collaboration, to better the sport day by day, year by year, but most importantly together. And we still have many athletes who continue to compete among the best in the world and want to go on the high-performance journey.

And our organization is entering the next chapter with a clear strategy, growing momentum and renewed confidence.

None of this happens without people. That includes our Board of Governors, Member Associations, clubs, athletes, coaches, officials, volunteers, staff, contractors, sponsors, government partners and the countless Canadians who support our sport every day. Your commitment allows curling to thrive.

But as someone who speaks to many people about curling, it's amazing to take a step back and really look at what everyone wants and realize it's all the same thing. A growing, healthy sport system with healthy clubs and people enjoying curling whether it's once a year, once a week or all the way to an international podium. So our work is not to align on vision for where we want to go, but on alignment of work to go together. As the great proverb says, "If you want to go fast, go alone. If you want to go far, go together."

The work ahead is daunting but exciting. We do not want to go alone but we are not simply preparing for another season or quadrennial. Together, we are building the future of curling in Canada. And I have never been more optimistic about where that future will take us.

NOLAN THIESSEN
Chief Executive Officer, Curling Canada

Brand promise

Supporting your curling journey, every step of the way.

Vision

A sport where everyone is unique but never belonged more.

Brand statement

Curling. Together.

Core values

- Community
- Leadership
- Courage
- Passion

Staff AND SUPPORT SERVICES

EXECUTIVE STAFF

NOLAN THIESSEN
Chief Executive Officer

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Executive Assistant

OKSANA ERMOLENKO
Governance Advisor

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Executive Director, Corporate Services

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Head of People and Culture

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Lead, Finance

JOANNE VIAU
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ABBY CORNETES
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IT Specialist

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JENNIFER FERRIS
Head of Sport Integrity & Education

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BOBBY RAY
Director, Club Development & Member Services

RICHARD NORMAN
Director, Community Futures & Innovation

VERONICA BERNARD
Coordinator, Member Services

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ROB KREPPS
Executive Director, Association of Curling Professionals

FOR THE LOVE OF CURLING PHILANTHROPIC PROGRAM

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Philanthropic Program Specialist

QUINN MURPHY
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LOUISE DELORME
Specialist, National Athlete Services

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HELEN RADFORD
Manager, NextGen & Podium Pathway

DUSTIN MIKUSH
Manager, Youth & Ice Technician Development

ABLE-BODIED NATIONAL TRAINING PROGRAM MANAGERS, COACHES, EXPERT CONSULTANTS, MEDICAL SUPPORT

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National Coach and Program Manager – Men's Team

VIKTOR KJELL
National Coach and Program Manager – Women's Team

JEFF STOUGHTON
National Coach and Program Manager – Mixed Doubles

RENÉE SONNENBERG
Performance Analytics Lead

SHAYNE HUTCHINS
Head of Performance Services

KIM RICHARDSON
Performance Therapy Lead

GABE DYCK
Strength & Conditioning Coach

JORIE JANSEN
Sports Nutrition Lead

KYLE PAQUETTE
Mental Performance Lead

DR. BRIAN BENSON
Medical Lead

KAREN WATSON
Anti-doping Consultant

NATIONAL WHEELCHAIR PROGRAM

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Director, Wheelchair curling

MICK LIZMORE
Head Coach

DANA FERGUSON
Mixed Doubles Head Coach & NextGen

KYLE TURCOTTE
Wheelchair Strength & Conditioning

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MARCY HRECHKOSY
Event Manager

MADDIE KELLY
Event Manager

AMANDA MACKENZIE
Event Manager

LAURENCE LAVALLÉE
Event Operations Lead

ROBYN MATTIE
Field of Play and Event Manager

COURTNEY BOUDREAU
Event Specialist

STEFANIE PODNAR
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GREG EWASKO
Head, Ice Technician & Logistics

BRETT WALDROFF
Executive Chief Umpire

LEMMON ENTERTAINMENT
Entertainment Coordinator

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HANNAH PILGRIM
Marketing, Partnership & Brand Specialist

JAKE TOUGAS
Experience, Partnership & Event Presentation Lead

MARKUS MCKENZIE
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RODD MCCORMICK
Event Presentation

STUART BROWN
English MC

MATHIEU CREVIER
French MC

SLIDER
Mascot

SPONSORSHIPS

CATHARINE DUNLOP
Director, National Sponsorships

SPONSORSHIPS, CONTRACTED SUPPORT

UNITE PARTNERSHIPS
Sales Support

Message FROM THE CHAIR

We recognize that our work takes place on traditional Indigenous territories across Canada. We value the contributions that Inuit, Métis and other Indigenous Peoples have made, in shaping and strengthening our community, our province and our country. The recognition of the contribution and historic importance of Indigenous peoples is our commitment to make Truth and Reconciliation real in our community. We also wish to acknowledge that Curling Canada's head office is located on the traditional unceded territory of the Algonquin Anishnaabeg people.



WHEN I STEPPED into a curling club for the first time all those years ago, I had no idea of the path that lay before me — much less knowing that I would have the privilege of chairing Curling Canada's Board of Governors for the past two years. But this journey is one I would not trade for anything, and as a new Chair and new-look Board prepare for the coming season and quadrennial, I am left in admiration — not only for their willingness to step up and volunteer their time on behalf of our sport and our organization, but also for ALL of the people who have been a part of my curling story.

As I look back over the past two years, I feel so fortunate to have witnessed both our triumphs and our struggles, knowing that both are necessary for growth and learning.

It's through that lens that I view the future of curling, and I can't tell you how excited I am to see what is in store for Canadian curling clubs and curlers.

So many strides have been taken over the past few years to ensure that perspectives, pains and triumphs are shared, examined and used as new starting lines for journeys forward.

It hasn't always been easy, but so often the struggles and tension lead to new ideas, new processes and increased resolve to continue collaborating and finding ways to be better.

That, I genuinely believe, has defined Canadian curling over the past few years, and the best is yet to come, for a variety of reasons.

First and foremost, of those reasons is the spirit of co-operation and ambition that drives Curling Canada and its 13 Member Associations to constantly strive to be better.

As many will tell you, it hasn't always been that way. Today, however, we continue to take strides forward with the understanding that so much more can be accomplished through system alignment in addition to open, honest and timely communication.

Also, thanks to the efforts of curling administrators and volunteers across our country, the message is being sent and heard that our sport is cool. It's welcoming. It's fun! And it is a sport you can enjoy your entire life.

During the past season, it was a thrill to watch our athletes perform on the world stage. Like all of you, I wore the Canadian colours with pride and cheered loudly as our teams represented us with class and distinction, and earned their places on the medal podium at the Olympics, Paralympics and world championships.

Seeing Canadian curlers have international successes will be a lasting memory that I will carry with me long after my time with the Curling Canada Board of Governors is done, but just as important will be the memories of meeting club curlers across our country, asking them what is right and wrong with our sport, and knowing that we ALL want the same thing, and understanding that working together is the best path to reach that goal.

To close, I want to thank all of my fellow Governors and take the time to say goodbye to our outgoing Governors, Roselle Gonsalves and Ray Baker. It was an honour and a privilege to work with you both. I also extend a thank you to Board members who served at our provincial and territorial Member Associations for the time they gave to our sport.

To Curling Canada's incoming Board members David Blair, Dale MacMillan and Charlotte Wang, thank you for your desire to give back to our sport, and I wish you and your fellow Governors nothing but success going forward. As I, too, say goodbye to my fellow Governors, I do so with a tremendous sense of pride in what we have accomplished together.

What I will remember most, however, is the commitment, thoughtful discussion, and shared sense of purpose that each of you brought to the Board table. We may not always have agreed but we shared a common desire to leave the organization and the sport stronger than we found it.

To curlers across Canada — good curling, good fellowship and please enjoy this 2026-27 season.

TERI PALYNCHUK
Chair, Curling Canada Board of Governors

THE NATIONAL BOARD is elected by the membership of the association and is accountable to representatives of that group. The Board's primary responsibility is to establish the necessary programs and resources required to develop, in the most general sense of the word, the sport of curling. The Board will fulfil these responsibilities by formulating and adopting policies, seeing that these policies are implemented and by evaluating their results. Further, the Board must carry out its functions openly, seeking the involvement of its members, corporate partners and staff.

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MEMBER ASSOCIATIONS

Curling Alberta
www.curlingalberta.ca

Curl BC
www.curlbc.ca

Curling Québec
www.curling-quebec.qc.ca

CurlManitoba
www.curlmanitoba.org

Curl PEI
www.peicurling.com

CURLSASK
www.curlsask.ca

CurlingNB
www.curlingnb.com

Newfoundland and Labrador Curling Association
www.curlingnl.ca

Curling NT
www.nwtcurling.com

Nova Scotia Curling Association
www.nscurl.com

Nunavut Curling Association
Tel: 867-645-2534

Curling Ontario
www.curlingontario.ca

Yukon Curling Association
www.yukoncurling.ca

AFFILIATE ORGANIZATIONS

Canadian Branch Curling
www.canadianbranch.org

Canadian Firefighters Curling Association
www.cffca.ca

Canadian Police Curling Association
www.policecurling.ca

Ontario Blind Curlers Association
Tel: 613-722-8084

Optimist Junior Interclub Curling League
optimistjuniorcurling.ca

Ottawa Valley Curling Association
www.ovca.com

Canadian Stick Curling Association
www.canadianstickcurling.ca

Toronto Curling Association
www.torontocurling.com

FOR THE *Love* OF CURLING

From the first spark to a lifelong love of curling: Helping the next generation discover, grow, and thrive through curling

EVERY CURLING JOURNEY starts somewhere. It might be watching a game live, meeting a curling idol, or stepping onto the ice for the first time. That first experience can grow into a love of the sport, new friendships, greater confidence, and opportunities to learn, compete, and dream bigger — from joining a team to earning a scholarship or representing Canada on the world stage.

That journey is what the **For the Love of Curling Program** helps make possible. With the support of donors, partners, Member Associations, curling centres, coaches, and volunteers, kids across Canada are discovering curling.



PHOTOS: CURLING CANADA

IGNITING THE SPARK

EGG FARMERS ROCKS & RINGS + SEASON OF CHAMPIONS YOUTH ENGAGEMENT

Sometimes, all it takes is one introduction to a sport to change what a young person imagines is possible. Just ask Omar, a student from Mississauga, Ont. He attended the school program at the 2026 Scotties Tournament of Hearts with a sign that read, "I didn't know what curling was." After watching a game, he said curling looked "pretty fun" and wanted to try it for himself.

Egg Farmers Rocks & Rings, presented by Curling Canada and in partnership with Rock Solid Productions, is doing just that. The national in-school floor curling program gives kids a chance to try the sport through drills, relays, team building activities, and in-class instruction.

The program hit a historic milestone this year: delivering 3 million student experiences across Canada since its launch in 2009. During the 2025-26 season, more than 325,000 experiences were delivered in schools across the country, with more than 1,880 online resources downloaded, smashing previous records.

"It introduced students to a new and unique sport in a fun, safe, and engaging way ... (they) also developed important skills such as teamwork, communication, and sportsmanship," said one teacher from Waterloo, Ont.



PHOTO: BRIAN CHICK

Top: Mississauga student Omar watches curling for the first time during the #ExperienceCurling school program at the 2026 Scotties Tournament of Hearts.

Bottom: Olympic champion Jennifer Jones inspires participants at a Girls Rock, presented by Scotties, event at Chinguacousy Curling Club in Mississauga, Ont.

Rocks & Rings also includes an introduction to wheelchair curling, making it accessible and inclusive for all.

The Season of Champions Youth Engagement program also exposed kids to curling through initiatives held in the host cities of the Montana's Canadian Curling Trials (Halifax), the BKT World Women's Curling Championship (Calgary), the Scotties Tournament of Hearts (Mississauga), and the Montana's Brier (St. John's, N.L.).

In 2025-26, more than 43,000 known curling experiences were delivered, including Egg Farmers Rocks & Rings (with more than 22,800 in-gym experiences delivered), free family Try Curling on ice, in-venue engagement stations, digital student engagement kits, Future Stars programs, and athlete visits to local schools. Thousands of free tickets were also handed out to young people and their families as well as local organizations.

Beyond in-school Try Curling experiences, 22 Indigenous youth in Alberta travelled to Calgary to participate in a FloorCurl FunSpiel and cultural ceremony before attending the BKT World Women's Curling Championship.

"To have it accessible to them and be part of it, whether that turns out to (one of them becoming) a Scotties Tournament of Hearts winner, an Olympic gold medallist, or a Montana's Brier winner, that's immaterial. But if (any of them) start curling regularly, that's huge," says Robb Kerr, Acting Lead of Community Engagement with the First Nations Health Consortium.



Left: Young curlers take part in the U-9/U-12 Triples Jamboree at Windsor Curling Club in Windsor, N.S.

Bottom: Young curlers compete in a Hit Draw Tap event in Nova Scotia, building skills and confidence one shot at a time.

FINDING HER CONFIDENCE

GIRLS ROCK, PRESENTED BY SCOTTIES

Girls Rock, presented by Scotties, helps young girls like Gracie find their confidence through curling.

The nine-year-old attended a Girls Rock event at the Bluenose Curling Club in New Glasgow, N.S., in 2025. Being on the shy side, she was a bit apprehensive about going and asked her mom to pick her up early — just in case it didn't go well.

"She really loved it ... when I went back early to get her, she was having so much fun she didn't want to leave and stayed for the whole session. The coaches were so kind and made her feel welcome," said mom Nicole Silva.

In 2025-26, Girls Rock had nearly four times as many participants as it did the previous season with 981 girls aged 9-16 across 38 events. That meant hundreds of girls like Gracie had the opportunity to try curling in a positive, empowering environment, make new friends, and learn from female role models.

DISCOVERING 'I CAN DO THIS'

HIT DRAW TAP + U-12 ROCKSTARS

Once kids try curling and learn the basics, they need opportunities to continue to grow their skills. One path



2025-26 CURLING SEASON BY THE NUMBERS

- **325,000** FloorCurl experiences delivered across the country
- **43,000+** known curling experiences held across the four Season of Champions cities
- **600+** young curlers took part in the U-12 RockStars program for the first time
- **159** curling centres across the country hosted a Hit Draw Tap event
- **981** participants in Girls Rock, presented by Scotties
- **$50,000** invested in the Curling Canada Scholarship Program
- **374+** young curlers participated in U-15 RockFest events
- **716** attendees of the Youth Curling Webinar Series in both English and French
- **42** U-18 teams competed at the national U-18 championships
- **14,000+** FREE Season of Champions event tickets given to students and their families

available to them is the **Hit Draw Tap** (HDT) program, a fun and unique skills competition for kids aged 6-12.

Taking part in HDT was especially memorable for 16 young curlers in Newfoundland and Labrador who had a chance to play on championship ice at the Montana's Brier.

"This was a wonderful opportunity for my son to be a part of. He is a new curler — his first year in the program and getting to take part in the Hit Draw Tap event in St. John's has sparked his interest even more," said one HDT parent.

During the 2025-26 season, 159 curling centres across 12 provinces and territories hosted a HDT event. The program allows young athletes to take part regardless of their financial means.

"By focusing on individual skills, young curlers can challenge themselves, track their progress, and build confidence without needing to join a team," said Anne Spence, Lunenburg Curling Club's Youth Director.

U-9 & U-12 RockStars is another step on the Youth Development Pathway, with more than 180 curling centres using the program across Canada. In 2025-26, 33 new curling centres joined, with more than 600 athletes participating for the first time. RockStars includes two 12-week programs: FUNdamentals for ages nine and under and Learn to Train for ages 12 and under.

As well as providing a pathway for young curlers to develop, RockStars also helps long-term sustainability of curling centres by getting young people engaged in curling.

"Our youth program is growing, and the kids really enjoyed the bag tags and being evaluated on their progress. It makes the program more meaningful," said a RockStars instructor.

INVESTING IN INNOVATION & TECHNOLOGY

NEW TOOLS, NEW IDEAS & NEW APPROACHES

Technology is also helping young curlers take greater ownership of their development. For those looking to build their skills independently, the rebranded **Skills Curling app** provides a fun, structured and competitive way to track their on-ice performance. More than 2,000 curlers used the free app this year to record their scores, monitor their progress, and compete against their peers.

Behind every young curler is a network of adults helping them progress. In 2025-26, Curling Canada hosted 10 **Youth Curling Webinars** for coaches, affiliated curling centres, program leaders, and parents on a variety of topics for U-9 to U-18 curlers and teams.

Curling Canada also invested in four new **Youth Development pilot programs** to broaden development pathways for young curlers and empower leaders.

The Teachers Professional Development program gave 44 physical education teachers and school staff in Saskatchewan the confidence and tools to strengthen their school curling programs and lead after-school programs at local curling centres.



An enthusiastic school program participant at the BKT World Women's Curling Championship in Calgary.

The **U-9/U-12 Triples Jamboree** gave young curlers a chance to take part in the newly established Triples curling format. "Participants at the 2026 U-9/U-12 Triples Jamboree had an absolute blast," said Nova Scotia Curling Technical Director Jill Brothers. "With individual registration, athletes had the chance to register with old friends while also making plenty of new ones — creating a fun, inclusive environment for everyone involved."

Other pilot programs included the **U-18 Regional Development Camps** and the **U-18 Skills Competition**.

DREAMING BIGGER

U-15 ROCKFEST + U-18 DEVELOPMENT

For a young curler named Rhyse, taking part in **U-15 RockFest** on championship ice was the "experience of a lifetime."

"Rhyse had the greatest time at the U-15 RockFest learning new skills, competing with other curlers, and making new friends. Also having the opportunity to curl on the ice at the Scotties and going to watch one of the games ... this was an experience of a lifetime," parent Dave Hannon said.



A proud U-12 RockStars participant celebrates progress with a program bag tag.



PHOTO: BRUNO CAMPAGIORNI

A focused young curler competes at U-15 RockFest East.



Young curlers compete at a U-15 RockFest qualifier in Nova Scotia.

"The experience overall was amazing. I learned a lot of new skills and met so many people. The biggest thing I got from RockFest was a huge boost in my curling confidence. I can't wait until next year," said another young curler named Alice.

More than 374 participants took part in 18 qualifier events across the country hosted by 11 Member Associations. The top finishers (357 athletes total) were invited to one of four regional RockFest events, with young curlers in Mississauga and Calgary getting the added bonus of competing on championship ice at the Scotties Tournament of Hearts and BKT World Women's Curling Championship.

More than 60 coaches helped young curlers develop their skills across the four events, including two-time Olympic gold medallist Ben Hebert and his coach at the 2026 Olympic Winter Games, Paul Webster.

For many young curlers, their curling dreams involve competing at a high level.

This dream came true for Saskatchewan's Renee Wood and her team, who took home their first **Under-18 Curling Championship** in February in Timmins, Ont. It marked the first time a team from the prairie province has won gold — a significant milestone. "I'm so happy," said Wood. "I'm so proud of my team and I'm so proud that we got to represent the province and bring home the gold."

This year's event saw 42 teams (21 female and 21 male) competing. The athletes who were eliminated from the playoffs still had an opportunity to compete with an individual Skills Competition, as part of a first-year pilot program.

TURNING OPPORTUNITY INTO A FUTURE

SCHOLARSHIPS + NEXTGEN

For some young curlers, the next step is pursuing their education while staying connected to the sport. For others, it is pursuing the dream of competing at the highest level while balancing their post-seondary studies. The For the Love of Curling Program helps make both paths possible through the Curling Canada Scholarship Program.

Cassidy Blades, a For the Love of Curling Scholarship recipient, said, "I am so grateful for this scholarship because it will help me pursue my curling and academic goals and give me the opportunity to make a difference in the curling community."



Team Québec #1 (left), 2026 Canadian U-18 men's champions. From left, skip Raphaël Tremblay, third/vice-skip Louis-François Brassard, second Nathan Beaudoin-Gendron, lead Olivier St-Pierre, and coach Yves Tremblay [pictured back row].
Team Saskatchewan (right), 2026 Canadian U-18 women's champions. From left, skip Renee Wood, third/vice-skip Edie Jardine, second Amelia Whiting, lead Winnie Morin, alternate Abby Hogeboom, and coach Dwayne Yachiw [pictured back row].

Thanks to the generosity of donors and supporters, more than **$333,000** has been invested in the Scholarship Program since 2014. **The For the Love of Curling** and **Fran Todd All Heart Scholarships** support young student-athletes who excel academically and in curling while demonstrating leadership, volunteerism, and a commitment to giving back to their communities.

For a complete list of the 2025 Curling Canada Scholarship recipients, visit www.curling.ca/youth-scholarships

"Curling is where I've found challenge, purpose, and belonging. It has instilled values of resilience, respect, and accountability that I'll carry forever," said **Fran Todd All Heart Scholarship** recipient Adam Fenton.

The 2025 scholars are also giving back to future recipients through **Scholars for Scholars** initiatives raising more than $8,000 for future scholarship recipients.

Curlers who have their sights set on the podium may **earn a spot in the NextGen Program**. In addition to support for training, preparation, and competitive performance, the program helps offset some of the costs that come with curling at this level.

NextGen helped support Brooklyn Ideson and Owen Henry from Ilderton, Ont., who won a silver medal at the U-21 World Junior Mixed Doubles in Edmonton, in May. "I'm honestly so proud to be part of this team," said Ideson, daughter of coach and four-time Paralympic medallist Mark Ideson. "If there's one thing my dad has taught me throughout his curling journey it's that you wear your medal with pride no matter the colour."

Curling's greatest strength is its people — the communities, volunteers, partners, and donors who make it possible for kids to step onto the ice, chase their dreams, and make lifelong connections. By investing in Curling Canada's For the Love of Curling Program, you're not just supporting our sport, you're shaping the next generation of leaders, volunteers, and champions who embody resilience, camaraderie, and community.

Together, we're helping young people find their place in curling — and building a stronger future for the sport we all love.

To learn more about Curling Canada's For the Love of Curling Program, visit www.curling.ca/FTLOC

Youth CURLING

FOR THE LOVE OF CURLING



High Performance

By David Murdoch MBE
Executive Director, High Performance

THE 2025/26 SEASON marked both the pinnacle of Curling Canada's Olympic preparations along with a significant elevation of the High Performance Program.

In high-performance sport, a four-year Olympic cycle culminates in its major event: the Winter Olympic and Paralympic Games. It is where the collective efforts of athletes, coaches, practitioners, and staff are challenged at the highest level of international competition. In an exceedingly competitive 2026 Winter Games in Italy, our Olympic and Paralympic teams were prepared, supported and very successful.

Over the course of the quadrennial, athletes were supported by an integrated system of coaching, sport science, medical services, and operational planning, complemented by training camps, staging environments, and expanded performance support. These efforts were met with outstanding results at the Milano-Cortina Olympic Games, where Canada captured gold in the four-player men's event and bronze in the women's event.

Throughout the season, the Program focused on what could best be described as "Pragmatic Evolution" — balancing meaningful Program enhancements with the stability required in an Olympic year. Continued investment in the Daily Training Environment strengthened athlete development through increased access to national coaching expertise, technical analysis, video review, and integrated performance services. At the same time, the Integrated Support Team evolved toward a more coordinated model, bringing together physiotherapy, strength and conditioning, mental performance, nutrition, and analytics to better align athlete health and performance planning.



PHOTO: CANADIAN OLYMPIC COMMITTEE / CANDICE WARD

Canada's High Performance efforts were met with outstanding results at the Milano-Cortina Olympic Games, with a gold-medal performance in the men's four-player event and bronze in the women's event (above).

Canadian teams delivered world-class performances on the international stage throughout the season. The success began at the Milan-Cortina Olympics, where Team Brad Jacobs captured gold and Team Rachel Homan earned bronze.

Canada's momentum continued at the world championships, with Team Kerri Einarson winning silver in the women's event, Team Matt Dunstone claiming silver in the men's event, and Team Kadriana Lott and Colton Lott securing bronze in mixed doubles.

Our High Performance coaching strategy involved national coaches being embedded in the training and competition environment of Olympic hopefuls. The delivery of five Curling Coach+ Webinars that focused on planning, preparation for, and challenges of the Trials and Olympic environment also contributed to the readiness of coaches within the National Team Program.

Throughout the season, Curling Canada's performance analytics program continued to expand its impact across athlete development, coaching, and competitive preparation. New shot-tracking tools, coach education resources, and interactive dashboards were developed to provide deeper insights into performance trends and training priorities. More than 1,000 games from major domestic and international competitions were analyzed, generating valuable tactical, scoreboard, and scouting data for athletes and coaches.

The program also strengthened

PHOTO: CANADIAN OLYMPIC COMMITTEE / CANDICE WARD



Skip Brad Jacobs (left) and vice-skip Marc Kennedy showed that Curling Canada's High Performance Program is paying dividends after their gold-medal winning performance at the Cortina Olympics.

collaboration across the High Performance system through research projects, integrated support initiatives, and the development of Olympic performance benchmarks, while providing National Team Program athletes with detailed video analysis and individualized performance feedback to support continual improvement.

A growing culture of excellence remained central to the success of the National Team Program. Athletes and staff embraced high standards of accountability, professionalism, and collaboration, while increased emphasis on mental health and holistic well-being helped support sustainable performance.

Post-Olympic lessons are already being implemented into strategies to challenge for podium performances in 2030 when the next Games will be held. Curling Canada will develop evidence-based Gold Medal Profiles for women's, men's, and mixed doubles teams to identify the physical, technical, tactical, and psychological factors most closely associated with Olympic success. Led by Renée Sonnenberg and supported by Brock University researcher Owen Henry, the project will use Olympic performance data and statistical modelling to establish key benchmarks that will guide athlete development, training priorities, and future high-performance investment.

Canada continued to make significant progress in NextGen athlete development and high-performance success during the season. At the international level, Canada captured its first-ever World Junior Mixed Doubles medal, with Brooklyn Ideson and Henry earning a silver.

Within the National NextGen Program, 15 teams across the women's, men's, and mixed doubles categories received targeted support, further strengthened by the hiring of Daryell Nowlan as National NextGen Coach and supported by our National Coaching team.

Program success was also reflected in the achievements of Team Selena Sturmay and Team Jordon McDonald, who won the 2025 Home Hardware Pre-Trials.

In response to athlete feedback, Curling Canada also adjusted the timing of the U-25 NextGen Classic for men's and women's teams, moving the event to late April to provide participants with additional preparation time and enhance the overall competitive experience.

Curling Canada partnered with Member Associations to launch the start of a Canada-wide network of Regional Performance Centres that will produce athletes who have trained and developed with expert facilities, programs, technology, and coaching. The network grew to four in 2025-26: Manitoba, British Columbia, Alberta and Ontario.

The 2025-2026 season marked the most impactful year of the quadrennial for wheelchair curling in Canada, capped by an historic Paralympic performance. At the 2026 Paralympic Winter Games in Milano-Cortina, Canada's mixed team delivered an exceptional display of grit and teamwork, capturing the gold medal in dramatic fashion, finishing the Games undefeated and setting a new Paralympic record. This achievement came on the back of a season of exponential growth across the program.

Canada launched its revitalized Wheelchair Curling Pathway, establishing a clear, tiered framework to identify and develop podium-potential athletes while strengthening participation and shared purpose across the wheelchair curling community nationally.

The program also helped deliver the inaugural Grand Slam of Curling Wheelchair Invitational, a first-of-its-kind event that brought unprecedented exposure to the sport and has already generated momentum for a second edition.

Building on this visibility, the program recruited several new private-sector partners, diversifying and strengthening its resourcing beyond traditional funding sources. Together with expanded media coverage across national broadcast, print, and digital platforms, these efforts represented the most substantial year of exposure and profile-building in the program's history.

This growth was matched by unprecedented competitive depth: Canada's development-oriented teams outperformed several Paralympic teams



Renée Sonnenberg

at multiple national and international events this season and achieved provincial and international results of their own, underscoring the growing strength of the country's talent pipeline heading into the next quadrennial.

In 2025-2026, the Provincial/Territorial (P/T) Next Gen Virtual Education Program continued to provide valuable learning opportunities for coaches and athletes across the country. The program delivered five webinars during the year, attracting a total of 598 participants. Building on this success, interest in the program continues to grow, with the next season scheduled for launch in mid-September 2026. Future sessions will feature Curling Canada's High Performance Coaches and members of the Integrated Support Team (IST) as subject matter experts, ensuring participants have access to leading-edge knowledge and expertise.

The 2025-2026 season also marked a successful pilot year for the revised Competition Coach (Competition Introduction) Program. Designed as a hybrid learning experience combining online and in-person training, the updated program aims to develop more effective coaches through current, standardized educational content. To date, 191 participants have completed the online component.

In addition, the newly-developed introductory module, Getting Started as an NCCP Curling Coach, emphasizes Long-Term Curler Development (LTCD), safety, and teaching and learning skills, with 189 coaches successfully completing the training.

Key enhancements during the year included revisions to the coach evaluation process and the delivery of Master Coach Developer training in September 2025. The program is currently undergoing translation and is on track for full implementation in both official languages in September 2026.

Significant progress was also made in the revision of the Competition Development coaching pathway. To improve accessibility and accelerate program completion, several multi-sport modules were de-integrated from the pathway. During the summer of 2026, two new sport-specific courses, Strategy and Delivery, were launched in both English and French languages. Work continues on the translation of the remaining module, while a new Evaluation Module was scheduled for launch in September 2026. These enhancements will provide coaches with a more streamlined, relevant, and sport-focused development experience while maintaining the high standards of coach education across the curling community.

As the Olympic cycle has concluded, Curling Canada is firmly focused on the future. Refinements to the National Team Program selection framework, including a broader assessment of athlete readiness and team environments, will help ensure continued alignment with the program's vision and performance standards.

Building on the lessons learned from Milano-Cortina, the High Performance Program enters the next quadrennial well positioned to further strengthen athlete development, enhance support systems, and pursue continued podium success on the world stage.

We extend our gratitude to our performance partners Own The Podium, the Canadian Olympic Committee, the Canadian Paralympic Committee and Sport Canada.



Manitoba's Jordon McDonald has benefited greatly from the Next Gen Program, and proved it by winning the men's Home Hardware Pre-Trials in Nova Scotia, on his way to a Montana's Canadian Curling Trials berth where his team impressed.



Canada's curling future looks bright with young stars like Team Evan MacDougall and Team Jolianne Fortin emerging as champions in events such as the New Holland Under-20 Championships in 2026. Curling Canada has set out a pathway for them to progress in the sport, providing the technical support they will need.

Championships

CURLING CANADA'S championship events continue to engage fans, volunteers, television viewers and, of course, athletes.

But there's always an extra level of intensity and interest every four years as the Winter Olympics and Paralympics attract new viewers, as do the Curling Canada events that lead to the Winter Olympics.

The 2025-26 season was another example, and while it meant extra work for staff, on-ice officials, ice technicians and volunteers, the end result was worth it, and another example of the amazing things that happen when the shared goal of building the sport and our events, as well as leaving behind a legacy in host communities, are the motivating factors.

Curling Canada has been holding major championship events for nearly a century, and those 100 years will be celebrated with the 2027 edition of the Montana's Brier, presented by AGI, in March in Saskatoon. But the way those Canadian curling events operated changed significantly in the mid 1990s, and it resulted in more fans than ever before being able to enjoy watching their favourite sport. Curling Canada (then known as the Canadian Curling Association), in collaboration with the St. Clair Group of Toronto and the World Curling Federation, developed a unique approach in 1994 to marketing national and international curling championships. They created a series of championships, named the Season of Champions, that included, at the time, the Canadian Mixed, Canadian Seniors, Canadian Juniors, the Hearts, the Brier, World Juniors and the World Men's and Women's Curling Championships.



It was an emotional climax to a tremendous Montana's Brier in St. John's, N.L., as skip Matt Dunstone collapsed into the arms of teammate E.J. Harnden after winning the gold-medal final. There to help celebrate was Ryan Harnden.

Broadcast contracts were arranged with CBC and TSN and the combined efforts of the two networks ensured that championship curling would be aired on Canadian television for a guaranteed minimum of 135 hours a year.

While the championship mix is different today, the Season of Champions is still curling's most recognized and iconic series of events. The Season of Champions boasts more than 300 hours of live broadcast coverage exclusively on the TSN network and its French counterpart, RDS.

Curling Canada's relationship with TSN goes back to 1984, and our current broadcast partnership with TSN/RDS will carry through the 2027-28 season.

The 2025-26 Season of Champions got underway during the first week of October at the WinSport Event Centre in Calgary with the fourth edition of the PointsBet Invitational. A new format was used, designed to provide competing teams a kickstart to the most important season in the Olympic quadrennial. Ten men's and 10 women's teams played in a round-robin format, replacing the former single-knockout bracket.

In women's play, Team Rachel Homan of Ottawa claimed its third consecutive PointsBet Invitational title and claimed the top prize of $45,000 with a 6-2 win over Team Corryn Brown of Kamloops, B.C. The men's final saw Winnipeg's Team Matt Dunstone defeat Team Brad Jacobs of Calgary 6-4 to earn the $45,000 winner's cheque.

Three weeks later, in Wolfville, N.S., teams played off at the Home Hardware Canadian Curling Pre-Trials for the final available berths into the Montana's Canadian Curling Trials, where Canada's four-player women's and men's teams for the 2026 Winter Olympics were to be decided.

In Wolfville, Team Selena Sturmay of Edmonton and

Team Jordon McDonald of Winnipeg came out on top to book their spots in the Trials.

That completed the eight-team women's and men's fields for the Montana's Canadian Curling Trials Nov. 22-30 at the Scotiabank Centre in Halifax.

It was an emotional week, as players, fans and a national viewing audience paid tribute to Halifax curling legend Colleen Jones, who passed away after a long battle with cancer during the Trials.

At the end of the week, it was Team Homan and Team Jacobs earning the right to be Team Canada at the Winter Games. Both teams captured the best-of-three finals in two straight games — Team Homan prevailed over Team Christina Black of Halifax, while Team Jacobs dispatched Team Dunstone.

From there, teams competed throughout the fall, preparing for provincial and territorial playdowns leading to national championship events, beginning with the 2026 Scotties Tournament of Hearts — the Canadian Women's Curling Championship.

Played at the Paramount Fine Foods Centre from Jan. 23-Feb. 1, it was the first time in event history that the Scotties had been staged in the Greater Toronto Area. With defending champions Team Homan not in attendance in order to prepare for the Olympics, it was Team Kerri Einarson of Gimli, Man., who came out on top, defeating Team Kaitlyn Lawes of Winnipeg 4-3 in a dramatic extra-end final.

After the Olympic was completed, it was another drama-filled event as the 2026 Montana's Brier, presented by AGI, was played at the Mary Brown's Centre in St. John's, N.L. — the final event in the brilliant career of St. John's resident and six-time Brier champ Brad Gushue.

But in the end, it was a first-time champion who took the



She looked down and out in the Scotties Tournament Hearts final but Team Canada skip Kerri Einarson pulled a rabbit out of her hat to win her fourth national women's curling title.



Team Québec celebrates its national title at the 2026 Canadian Wheelchair Curling Championship. From left: Carl Marquis, Noémie Gagné, Sébastien Boisvert, Johanne Mathieu, and François Lacourse.





Left: Serena Gray-Withers delivered a draw to the edge of the button to score three for herself and Victor Pietrangelo, completing a comeback in downing Team Alberta's Zoe Cinnamon and Johnson Tao in the final at the 2026 Canadian Mixed Doubles Curling Championship in Surrey, B.C.

Right: That finger pointed upward can only mean one thing: Ontario's Sherry Middaugh is the new queen of Canadian senior women's curling after skipping her Barrie team to the title at the Ottawa Hunt and Golf Club.



Not all of those who played in national curling events this past season returned home winners, but they can all say they thoroughly enjoyed the experience of being in a big-time event.



Members of Quebec #2 Team Jolianne Fortin raise their arms in victory after capturing the 2026 New Holland U-20 Canadian Curling Championship women's final against Manitoba.

spotlight as Team Dunstone would defeat previously unbeaten Team Kevin Koe of Calgary 6-3 in the gold-medal game.

World Curling Championships between 1989 and 2004 were staged as a combined men's and women's event, after which two separate championships were established. Every year one of the world championships — either the men's or women's — is played in Canada under the management of Curling Canada.

Once again, the curling world returned to the WinSport Event Centre in Calgary for the 2026 BKT World Women's Curling Championship, presented by Pharmasave. For the third straight year, it was a Switzerland-Canada final, with the Swiss team skipped by Xenia Schwaller defeating Team Einarson 7-5 in the gold-medal game.

The 2026 LGT World Men's Championship was played March 27 to April 4 at the historic Weber County Ice Sheet in Ogden, Utah — the same venue that hosted the curling competition during the 2002 Winter Olympics.

Canada's Team Dunstone made it all the way to the gold-medal game before falling 9-6 to Sweden's Team Niklas Edin.

It is with sincere gratitude and admiration that Curling Canada recognizes all of the hard work put in by the event management and marketing teams for their contributions to the Season of Champions, along with championship host committees and volunteers. Special thanks go to the event managers for all of their hard work and commitment to running safe and successful championships.

OTHER CHAMPIONSHIPS

Curling Canada also operates numerous other championships — the Canadian Mixed, the Canadian Curling Club Championships, the Canadian Seniors, Canadian Mixed Doubles, Canadian Wheelchair, the World Under-21 Mixed Doubles Qualifying Event, the New Holland Canadian Under-20 Curling Championships, the Canadian Under-18 Curling Championships and the Under-25 NextGen Classic. It also plays an active role in the annual U SPORTS-Curling Canada University Championships and the Canadian Collegiate Athletic Association Championships.

Canada's next generation of curling stars gathered at the Saville Centre in Edmonton in late August for the fourth annual U-25 NextGen Classic, not only to work with Curling Canada's High Performance coaching staff but also to play some high-quality early season games against their peers.

Team Serena Gray-Withers of Edmonton and Team Sam Mooibroek of Kitchener, Ont., claimed the women's and men's titles respectively, while Gray-Withers teamed with Victor Pietrangelo of Niagara Falls, Ont., to win the mixed doubles title.

A change in the competitive calendar resulted in the fifth U-25 NextGen Classic four-player events being staged at the end of the 2025-26 season in Edmonton. Edmonton's Team Gracelyn Richards and Winnipeg's Team McDonald claimed the titles.

The Canadian Mixed, staged annually since the event's 1964 debut in Toronto, was played at the Assiniboia (Sask.) Curling Club Nov. 2-8, and it was Team New Brunswick, skipped by Rene Comeau, claiming gold.

The 2025 Canadian Curling Club Championships were held Nov. 18-23 at the historic Granite Curling Club in Winnipeg, featuring club champions from across Canada. Ontario's Team Lindsay Thorne captured the women's championship, while British Columbia's Team Mitch Young took the men's title.

The Canadian senior men's championship dates back to 1965 and the senior women's to 1973. The Canadian Seniors — for curlers 50 years of age and older — has been operated as a combined event since 1985. The 2025 Canadian Seniors, which took place Nov. 29-Dec. 6 in Ottawa, ended with Saskatchewan's Team Bruce Korte taking the men's championship, while Team Sherry Middaugh of Ontario captured women's gold. Those teams went on to represent Canada at the 2026 World Senior Championships in Geneva, Switzerland, and both came home with bronze medals.

The eighth Canadian Under-18 Curling Championships were played Feb. 8-14 in Timmins, Ont. Team Renée Wood of Saskatchewan won female gold, while the male gold went to Team Raphäel Tremblay of Quebec.

The country's best post-secondary teams headed to Regina for the 2026 U SPORTS/Curling Canada Canadian University Championships and the 2026 Canadian Collegiate Athletic Association (CCAA)-Curling Canada College Championships at the Callie Curling Club.

In the U SPORTS competition, there were a pair of history-making winners. On the men's side, the University of Calgary Dinos, skipped by Keenan Wipf, claimed their first U SPORTS curling gold medal, while the Memorial University Seahawks, guided by Cailey Locke, won their first women's U SPORTS curling gold medal.

At the CCAA Championships, the Red Deer (Alta.) Polytechnic Queens, skipped by Cassidy Blair, won women's gold, while Toronto's Humber College Hawks (Team Noah Grner) won the men's title.

The 2026 Canadian Mixed Doubles Championship was played March 21-27 at the Cloverdale Curling Club in Surrey, B.C., and first-time champions Gray-Withers and Pietrangelo earned the right to represent Canada at the 2027 World Mixed Doubles Championship in January in Finland.

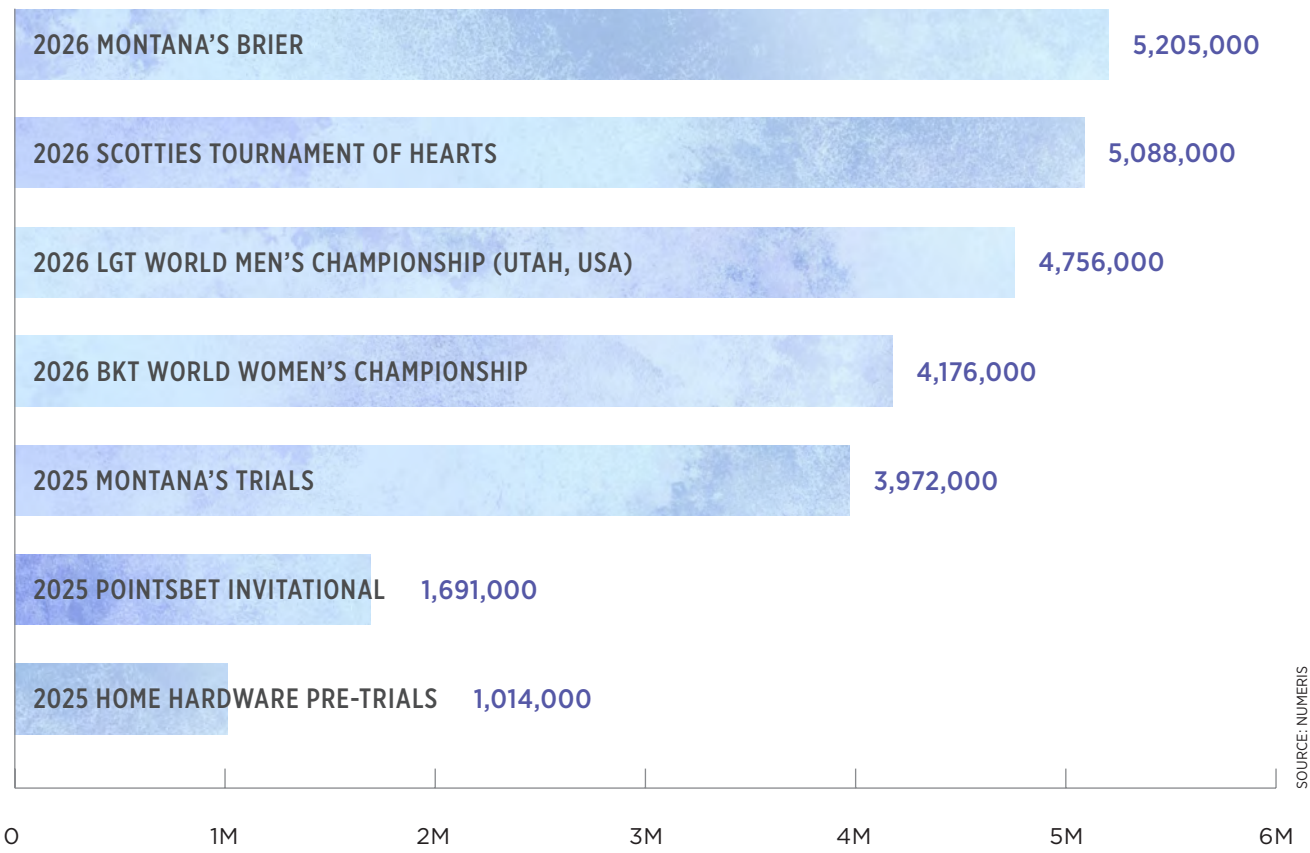
The second World Under-21 Mixed Doubles Qualifying Event was staged March 24-27 at the Gerry McCrory Countryside Sports Complex in Sudbury, Ont., with Team Brooklyn Ideson and Owen Henry (Ilderton, Ont.) capturing the gold. They went on to capture a silver medal at the World U-21 Mixed Doubles Championship in May in Edmonton.

The New Holland Canadian Under-20 Championships, March 28-April 4, followed the mixed doubles event in Sudbury. In women's competition, Quebec's Team Jolianne Fortin won gold, while Ontario's Team Evan MacDougall claimed the men's gold. Those teams will represent Canada at the 2027 World Junior Championships in Aberdeen, Scotland.

Wrapping up the championship season, the Canadian Wheelchair Curling Championship returned to Boucherville, Que., for the second straight year, and it was a host-province team skipped by Carl Marquis that captured gold.

2025-2026 SEASON OF CHAMPIONS BROADCASTS

P2+ Total Event Unduplicated TV Reach (English + French)



Development

CURLING CANADA'S development programs aim to promote and advance the sport nationwide, to educate and empower curling professionals and community curling organizers, inspire the next generation, and support member associations and their affiliated clubs in pursuit of creating experiences that are desirable and accessible to an increasing number of Canadians.

It's through these development programs that Curling Canada maintains relationships with more than 800 affiliated curling clubs, 13 provincial and territorial associations, 11 affiliate organizations, and a growing number of Canadians who play the sport each year. A total of 157,580 Canadians enrolled as registered curlers of affiliated curling clubs this past season, while an estimated two million Canadians continue to participate casually in the sport at least once per season.



With the help of TSN, Curling Day in Canada once again brought the country together in celebration of the sport, allowing participants the opportunity to tell stories of why they love playing, and watching, curling.

BUSINESS OF CURLING

The Business of Curling program continued to provide education, resources, and strategic support to community curling organizers across Canada in 2025-2026.

Following its introduction in 2025, the Brand of Curling symposium continued its journey across the country with a spring 2026 event in Manitoba and fall 2026 workshop in Ontario. The theme challenges curling organizers to think beyond logos and taglines and consider how Canadians think and feel about curling — and how those perceptions shape the public cultural narrative surrounding the sport and curling clubs in their communities.

With interest in curling heightened during an Olympic and Paralympic season, the conversation was particularly timely. Converting that interest into sustained participation requires clubs to understand and respond to evolving expectations about the curling experiences desired by diverse and emerging audiences.

CURLING DAY IN CANADA

Curling Day in Canada once again brought the country together in celebration of our sport and gave Canadians the opportunity to share their stories of how curling has positively impacted their lives.

Celebrated earlier than usual on Jan. 31, 2026 to accommodate the Olympic Winter Games, Curling Day in Canada generated more than 2.9 million social media impressions through #CurlingDayInCanada. Merchandise sales raised more than $5,000 in support of youth curling programs across Canada.

TSN's Curling Day in Canada special broadcast showcased celebrations from across the country while highlighting the community surrounding the Huntsville Curling Club in Ontario. The broadcast averaged 167,000 viewers and reached a total audience of 681,000 nationwide.

More than 100 stories were submitted to Curling Canada's Curling Story Contest, with Rebecca Jahoor's 'Calling Shots in a Different Language' selected as the 2026 winner. Jahoor shared how rediscovering curling after moving to Quebec helped her find community and belonging while navigating life in a new language.

Canada's Big Shootout also returned, with the Victoria Curling Club covering the pin 10 times to capture the $5,000 curling facility grant for the second consecutive year.

GROW THE GAME

Curling Canada launched its Grow the Game campaign in advance of the Milano Cortina 2026 Olympic and Paralympic Winter Games, challenging provincial and territorial associations, curling clubs, and individual curlers to capitalize on heightened national interest in the sport by taking action to grow participation.

Curling advocates across the country answered the call by pledging to introduce new people to curling, host Try Curling and Learn to Curl opportunities, create new and more inclusive curling experiences, organize Olympic and Paralympic watch parties, and promote the sport within their communities. The campaign was built around a simple premise: while the Olympic and Paralympic



A group of students, including newcomers, took part in a one-hour Try Curling session at WinSport Event Centre in Calgary alongside Olympians Cheryl Bernard and John Morris as part of the Grow The Game campaign.

Games create extraordinary awareness for curling, sustainable growth happens when local clubs turn that attention into opportunities to participate.

That national effort was complemented by Curling Canada's participation in the Canadian Olympic Committee's Team Canada FanFests and curling activations at nine Cadillac Fairview shopping centre locations — part of a larger CF Play Makers campaign. The Play Makers activation introduced 64,510 participants across Canada to curling, generated more than 640 curling-specific QR code scans, and received a participant satisfaction score of 9.36 out of 10.

Together, these initiatives mobilized curling advocates from coast to coast to capitalize on one of curling's highest-profile seasons and turn national attention into opportunities for more Canadians to experience the sport.

ICE TECHNICIAN PROGRAM

Curling Canada's Ice Technician Education Program expanded its reach and impact during the 2025–2026 season, delivering dozens of courses and hundreds of training opportunities aimed at strengthening ice-making expertise across the country.

Built around the promise of supporting an ice technician's journey every step of the way, the program is creating and supporting highly-skilled technicians who can elevate ice conditions in Canada's 800-plus curling centres. The education pathway includes three stages: Assistant Ice Technician (AIT), Head Ice Technician (HIT) and Competition Ice Technician (CIT), each aligned to different stages of professional development.

Across the 2025–26 season, Curling Canada and its Provincial and Territorial Member Associations delivered 37 courses, reaching 364 participants nationwide.

Curling Canada hosted three national webinars on topics of significance to ice technicians (pebbling and clipping, ice preparation, and an ice-side chat). These online events attracted nearly 1,000 registrations collectively. For the third year, Curling Canada celebrated #ThankAnIceTech week from Jan. 11-17, 2026. This event creates opportunities for recognizing the important work of individuals that produce and maintain the conditions required for curling to happen.

ASSOCIATION OF CURLING PROFESSIONALS (ACP)

Now entering its third year, the Association of Curling Professionals (ACP) continues to build the future of curling by providing training, accreditation, and support for professionals working at clubs across Canada. More than 100 professionals have now earned ACP accreditation, with members located across the country.

The ACP offers two distinct training streams — Teaching Pro and Managing Pro — designed to prepare candidates for meaningful paid careers in curling. Teaching Pros are trained to deliver high-quality programs, clinics, and lessons to curlers of all ages and abilities, while Managing Pros are prepared for a variety of paid management and leadership roles within curling clubs.

Both pathways begin at the Associate level before providing opportunities for professionals to pursue more advanced training and accreditation. Through this growing professional network, the ACP is helping clubs develop skilled people who can make meaningful contributions to their operations while creating viable career pathways within the sport.



Behind the scenes are the men and women from Curling Canada who ensure that the ice conditions at clubs and major events across the country are first rate.



Curling Canada delivered dozens of courses and hundreds of training opportunities aimed at strengthening ice-making expertise across the country.

Women in Curling

FOR EVERY WOMAN WHO LOVES THE GAME

2025–26 WAS A YEAR of momentum for Women in Curling—expanding the program's reach, strengthening its national presence and creating more opportunities for women to find their place and potential in the sport.

At the heart of the year was a simple belief: there is a place in curling for every woman who loves the game.

Whether she is an athlete, coach, official, volunteer, leader, ice technician, club builder—or simply someone who loves being around curling—Women in Curling is creating opportunities to connect, learn, contribute and grow.

That vision came to life in communities across the country in 2025–26.

Three Women in Curling Summits in Kamloops, Thunder Bay, and Halifax brought together nearly 200 female participants and presenters, extending the program's reach across the country. The growing demand for these experiences confirmed that women are looking for more than opportunities to participate in curling—they want opportunities to develop their skills, build confidence, expand their networks and make a meaningful contribution to the sport they love.

And they are finding one another.

Throughout the year, Women in Curling made a deliberate effort to welcome women of different ages, experiences and roles within the sport. Following the Summits, women engaged in webinars, coaching opportunities and other curling initiatives, demonstrating the power of creating spaces where connection can become action.

"For every woman who loves the game" became more than a tagline. It became a reflection of the community Women in Curling is building.

CREATING SPACE TO LEARN, CONNECT AND LEAD

The 2026 Scotties Tournament of Hearts opening weekend provided a powerful national platform for that community.

The Scotties Women in Curling Summit, featuring keynote speaker Jennifer Jones, brought 64 participants together for a day focused on passion, impact and connection. Conversations explored the many ways women can contribute to the game—from growing participation and strengthening communities to pursuing coaching and competitive pathways.

The Joy of Curling panel reinforced a powerful message: there is no single way to belong in curling.

That spirit continued throughout the season with three national webinars focused on passion, resilience, leadership, connection and finding a place within the sport. Participants heard from leaders across curling and the broader sport community, including coaches, officials, inclusion leaders and governance volunteers.

The response demonstrated the appetite for these conversations. Webinar registration reached 391 participants, contributing to more than 57% growth in the Women in Curling membership list. The demand continues: 87% of Summit participants indicated they would like to attend another Women in Curling Summit.

FROM VISIBILITY TO MEANINGFUL CHANGE

Women in Curling's growing profile also created an opportunity to look inward.



Women from across the curling community came together to connect, learn and share their experiences at the 2026 Scotties Tournament of Hearts in Mississauga, Ont.



Nolan Thiessen, Curling Canada's Chief Executive Officer, speaks about the continued growth and future of women in curling.



Jill Hopkins, Sherry Middaugh, Fran Todd and Jill Groves share their experiences during the Joy of Curling panel, exploring the many ways women can find their place and make an impact in the sport.



Keynote speaker Rachel Homan joins participants at the Women in Curling Summit in Kamloops, B.C.

Through a partnership with Canadian Women & Sport and Game Plan, Curling Canada participated in a gender equity audit examining policies, governance and operating practices. The resulting Gender Equity Playbook identified opportunities to strengthen gender equity education, create more pathways for women in elite coaching and leadership, and improve the collection and use of gender demographic data.

The work recognizes that meaningful change is not only about creating opportunities—it is also about understanding where barriers exist and building the systems, knowledge and pathways needed to address them.

Women in Curling also continued to celebrate women who have already shaped the sport. The Scotties Legends Reception welcomed a record 54 Ontario Scotties champions, providing an opportunity to recognize their accomplishments, reconnect generations of curlers and celebrate the history they helped create.

For the first time, Women in Curling alumni and Council members also played prominent roles in two Girls Rock, presented by Scotties events during Scotties opening weekend—connecting the experiences of women who have helped build the sport with the next generation discovering their own place within it.

A GROWING NATIONAL MOVEMENT

The story of Women in Curling is increasingly being told beyond the curling community. During the 2025–26 season, 48 social media posts generated more than one million impressions, expanding the reach of Women in Curling's stories, conversations and opportunities. The initiative was also featured through Curling Canada storytelling, the Scotties Extra End program, and national and international mainstream media, including the *Los Angeles Times*, *SportsPro Media* and *The Curling News*.

But the most meaningful measure of growth may be what happens after the spotlight fades.

Women are connecting with one another. They are exploring new roles. They are building confidence and skills. They are finding opportunities to contribute—and, in doing so, helping shape the future of curling.

With a growing national network, stronger organizational foundations and a clearer understanding of where women see opportunities to learn and lead, Women in Curling enters 2026–27 with a strong sense of purpose.

Because the future of curling needs every woman who loves the game—and every woman should have the opportunity to help shape it.

WOMEN IN CURLING

Finance

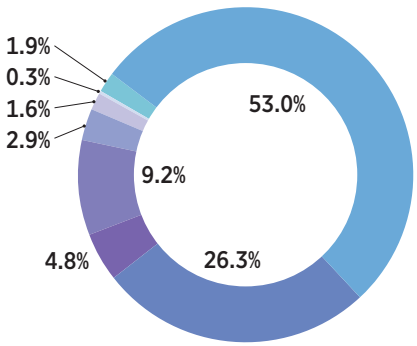
CURLING CANADA BALANCE SHEET *as at 30 April (2022-2025) and 30 June 2026*

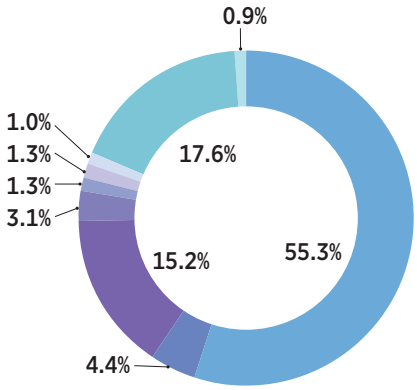
	2021–2022	2022–2023	2023–2024	2024–2025	2025–2026
Assets					
Current					
Cash & Investments	$ 9,621,623	$ 6,991,003	$ 6,060,711	$ 5,648,166	$7,372,669
Accounts receivable	2,801,855	5,868,719	2,378,384	2,024,140	1,159,742
CAP Loans Receivable	114,167	123,000	105,500	99,500	89,167
Prepaid expenses	393,097	93,016	638,861	476,486	387,598
	12,930,742	13,075,738	9,183,456	8,248,292	9,009,176
Tangible capital assets	1,078,923	960,556	841,747	1,355,690	1,620,729
	$ 14,009,665	**$ 14,036,294**	**$ 10,025,203**	**$ 9,603,982**	**$ 10,629,905**
Liabilities And Net Assets					
Current					
Accounts payable and accrued liabilities	$ 2,221,867	$ 3,094,251	$ 1,423,008	$ 1,909,547	$2,040,709
Deferred revenues and contributions	759,702	496,953	837,883	2,176,363	1,870,922
	2,981,569	3,591,204	2,260,891	4,085,910	3,911,631
Net assets					
Invested in tangible capital assets and intangible assets	1,078,923	960,556	841,747	1,355,690	1,620,729
Curling Assistance Program					89,167
Curling Development					35,396
Unrestricted	4,495,306	4,042,196	1,480,227	421,044	4,972,982
Internally restricted reserve	$ 5,453,867	$ 5,442,338	$ 5,442,338	$ 3,741,338	-
	11,028,096	10,445,090	7,764,312	5,518,072	6,718,274
	$ 14,009,665	**$ 14,036,294**	**$ 10,025,203**	**$ 9,603,982**	**$ 10,629,905**

CURLING CANADA COMPARATIVE INCOME STATEMENT

for the year ending April 30 (2022 to 2025) and June 30 (2026)

	2021–2022	2022–2023	2023–2024	2024–2025	2025–2026*
Total revenue	$ 22,755,527	$ 21,143,972	$ 19,510,285	$ 20,274,357	$27,659,367
Total expenses	19,664,236	21,726,978	22,191,063	22,516,583	26,459,165
Surplus (Deficit)	$ 3,091,291	($ 583,006)	($ 2,680,778)	($ 2,242,226)	$1,200,202
Accumulated surplus after year-end	**$ 11,028,096**	**$ 10,445,090**	**$ 7,764,312**	**$ 5,518,072**	**$ 6,718,274**





2025–2026 CURLING CANADA REVENUE

for the 14-month period ending 30 June 2026

Category	Amount	Percentage
Events	14,663,324	53.0%
National Sponsorships	7,284,084	26.3%
Sport Canada – Sport Support Program	1,339,833	4.8%
National Team Programming	2,541,361	9.2%
Member and Club Services, Education & Safe Sport	797,908	2.9%
For the Love of Curling	438,185	1.6%
Strategic Initiatives	78,407	0.3%
Other revenues	516,265	1.9%
Total Revenue	**$ 27,659,367**	**100%**

2025–2026 CURLING CANADA EXPENSES

for the 14-month period ending 30 June 2026

Category	Amount	Percentage
Events & Sponsorships	14,622,508	55.3%
Distributions to Host Committees and MA's	1,160,186	4.4%
National Team Programming and world championship travel	4,034,592	15.2%
Member and Club Services, Education & Safe Sport	809,073	3.1%
Youth Development Programming and Support	336,366	1.3%
Strategic Initiatives	352,020	1.3%
Governance and National Meetings	257,742	1.0%
Administration	4,653,210	17.6%
Other	233,469	0.9%
Total Expenses	**$26,459,165**	**100%**