

## **Message from Curling Canada and Rocks & Rings – Curling 101.**

*This season, Curling Canada and Rock Solid Productions are partnering with 35-40 clubs across our country to deliver the **Rocks & Rings Curling 101** program. We are looking at clubs willing to volunteer to host this pilot with a goal to build your youth/junior programs. The program is about promoting youth curling in your local community. The goal is to get more youth curling in leagues throughout Canada!*

### **Program Outline (flyer attached)**

*Rocks & Rings Curling 101 is a family-focused open house, getting both youth and their parents on the ice to try curling. How is it different from a regular open house? The Rocks & Rings program is the marketing tool that gets them from the school to the ice. We will go into local schools and capitalize on the fun and excitement the Rocks & Rings program brings to schools and then provide the incentive to help participants take the next step in our sport which is throwing their first stones!*

*The Curling 101 one-hour on-ice session provides enough instruction to get both kids and adults into a game in a very short period of time, leaving them wanting more! It will introduce the basics of curling and have them playing a two-end game all within 60 minutes.*

*The key to this on-ice lesson is the requirement for a parent or guardian to be on the ice with their children. You will have both youth and adults learning about curling and the benefits of your facility. Having the adult on the ice with the child gives the parent or guardian an opportunity to also learn the sport and participate with the child, allowing them to have their own "wow, it's way harder than it looks" curling experience. The goal is to get youth interested in the sport and also bring new adults into the club.*

*Attached to this email is a sample flyer of the Rocks & Rings Curling 101 program from a previous event. Take a look to see more about what the students receive after having Rocks & Rings in their school.*

### **Club Commitment Outline**

*In this pilot year (2019-20) all of the program costs will be fully covered by Curling Canada (Rocks & Rings fees, flyer printing & creation, set up costs etc). You would simply provide the ice time for the open house and the required instructors to teach it. We do provide a full manual that outlines the lesson plans. We have full confidence in this program as participation numbers to date are very promising.*

*We know your club can experience that same success you will want to make this an annual or semi-annual program on your schedules.*

***The pilot program will run between the months of October and January 2020. We require a minimum of 8 weeks from when you commit to the on-ice date in order to meet all the necessary scheduling commitments required.***

*We look forward to hearing from you to build youth curling at your facility.*

*Sincerely,*

*Abbie Darnley | Rock Solid Productions Inc.*

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