

CURLING 101™



From Rocks & Rings to on the ice.
We get kids curling!



A background image showing a group of children sitting on an ice rink, participating in a curling activity. They are wearing winter clothing, and a curling stone is visible on the ice in the foreground. The image is faded to serve as a background for the text.

Egg Farmers Rocks & Rings presented by Curling Canada Program

- A whopping 200,000 kids per year are introduced to curling via the Egg Farmers Rocks & Rings presented by Curling Canada program.
- Over 1.2 million students have had the program since it started in 2010.

It's time to get them on the ice!

Rocks & Rings – Curling 101

- Students of Rocks & Rings schools are offered the opportunity to try curling at their local rink.
- Parental attendance is mandatory, making this a true family event.



Curling 101 On-Ice Program

- 1 hour on-ice session (no longer).
- Marketing program....not a learn to curl.
- For all ages, getting families playing together.
- Offers enough information for participants to safely play a game their first time on ice.

Curling 101 On-Ice Program Continued

- Start without a rock. Makes them believe they are getting better throughout the lesson.
- Use corny jokes “fairy dusting”, “rocks at houses”.
- Take all technical out. You are teaching them about curling.
- Less is more, some things can be left out.

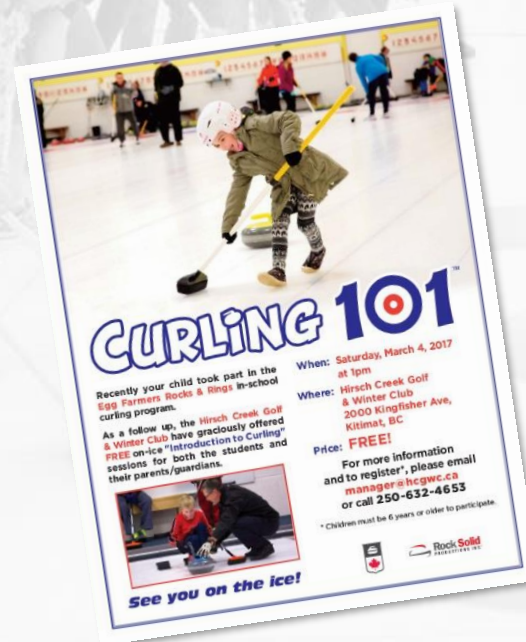
Benefits Rocks & Rings Bring to Curling 101

- Data collection of participants.
- Give back to local community.
- Certified coaches not required...just fun members!
- Targets both youth and adults.



Club's Role in Curling 101

- Pick an Open House date.
- Choose schools to host Rocks & Rings.
- Design Flyer & Print prior to R&R dates.



Club's Role in Curling 101....continued

- Have coaches lined up for Open House.
- Handle Registrations/Host Open House.
- Be prepared to recruit. Have quality programs for new members. Send follow up email.



Curling 101 Program Results

- Largest Curling 101 hosted – 174 participants.
- Average is between 35-40 participants (3 schools).



Curling 101 Program Results

- Morrisburg Curling Club had so many new curlers sign up they changed their program.
- Glooscap Curling Club has run this program for two seasons and have tripled their youth numbers in less than 12 months.

Curling 101 Program Results

- Brant Curling Club had 300% increase in Little Rock members the day after their Curling 101 event.
- Curl PEI most successful provincial organization had 6 clubs run the program in 2016-2017 and combined over 475 on ice participants.

***Be part of the future of curling
and getting kids active in Canada!***



The background is a grayscale, blurred photograph of a curling rink. In the foreground, several dark, polished curling stones are visible, some with their handles. In the background, several people are standing on the ice, some holding brooms. The rink has a high ceiling with a grid of lights.

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