



GET OUT AND CURL, CANADA!



Be a part of RBC Sports Day in Canada – a national celebration of the power of sport to build community and get Canadians moving.



TRUE SPORT



The sixth annual RBC Sports Day in Canada, presented by ParticipACTION, CBC and True Sport, will be held on **November 21, 2015** in communities from coast to coast to coast.

REGISTER AN EVENT OR LEARN MORE AT CBCSPORTS.CA/SPORTSDAY

We invite you to join the celebration and get your curling club involved by hosting an RBC Sports Day in Canada event. Register online before October 30th and you will receive a celebration kit with fun promotional items to enhance your event.

Need an idea? Hold an open house or try-it day to promote your club and recruit new members. Alternately, register your existing league games and join in the celebration! Events taking place between **November 14th and 21st** are eligible to participate.

We acknowledge the support of the Government of Canada



Greetings,

RBC Sports Day in Canada takes place on Saturday November 21st and is a national celebration of the power of sport to build community and get Canadians moving. We want your club to get involved! It's fun, it's easy, and it's a great way to enhance your already existing programming for up to 8 days.

Your club can open your doors to your community to showcase the great sport of curling. Beginner clinics or "try-it" days could be conducted to showcase the club and recruit new members. Alternately you could simply **register your existing league games**, junior clinics, bonspiels, etc. as Sports Day in Canada events and join in on the celebration. (There is no need to create a new event if you don't want to)

While Sports Day is November 21st, any **events taking place between November 14th and 21st qualify** and are eligible to register. We encourage clubs who want to participate to register each event or league night as separate events and continue the celebration all week long.

What's In It For You?

- It's a great way to align with a national celebration of sport
- An open house or try-it event would showcase your club and the sport of curling to members of the community who might not otherwise be aware the club exists. Could lead to an increase in membership and revenue down the road.
- Any club that registers **before October 31st** will receive a Celebration Kit that includes SDIC branded items such as t-shirts, posters, banners, water bottles, sport balls, frisbees, etc. These can be used to promote the event or as prizes for participants.
- All registered events will have their club name appear on the ticker tape at the bottom of the broadcast on CBC on Saturday November 21st

You can get more information and can register your event by visiting our website at <http://sportsday.cbc.ca/home>. You can then utilize some of our promotional tools by clicking here <http://sportsday.cbc.ca/eventtools>.

We thank you for your support of RBC Sports Day in Canada.

Good Curling,

Jon Malton

Projects Lead / Chef de projet

ParticipACTION

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GET OUT AND PLAY, CANADA!

Be a part of RBC Sports Day in Canada on November 21. [Register your event today!](#)

SORTEZ JOUER!

Participez à la Journée du sport RBC le 21 novembre. [Enregistrez dès maintenant votre événement!](#)