



November 2, 2016

To All Member Clubs:

The Ontario Curling Council and its member associations, the Ontario Curling Association and the Northern Ontario Curling Association – share a mission statement, which is “To promote, develop, and grow curling as a recreational and competitive sport in Ontario.”

We are excited to announce that, through the generous support of the Ontario Ministry of Tourism, Culture and Sport’s Ontario Sport Recreation Communities Fund (OSRCF), we will focus on **growing** the sport through the province-wide implementation of an already successful Adult Learn to Curl Program. This special two-year project will focus on enhancing existing programming and resources, training membership developers in curling clubs across the entire province, and helping clubs implement programming.

This comprehensive program is designed to attract new curlers, train them and retain them as long term members. People are more likely to keep playing the sport if it is fun, reasonably priced, and they master the technique quickly. Unlike traditional one-day clinics, this program helps entry level and novice curlers become progressively better through continued weekly instruction by trained instructors.

Enrollment in the Ontario Curling Council’s Adult Learn to Curl Program provides clubs not only with a comprehensive Adult Learn to Curl Program Guide, but an extensive list of value-added Tools and Resources to enable clubs to focus on, and be successful at, recruitment and membership.

Tools and Resources included in this program are:

- Adult Learn to Curl Program Guide
- A Regional Training Session for a minimum of 2 ALTC Membership Developers who will teach the ALTC program
- An Informational Training Webinar for 1 club member dedicated to

- supporting membership growth through the ALTC Program
- Access to digital media / video / webinars in support of the Adult Learn to Curl Program
- Program support of:
 - How to recruit new members
 - How to recruit and retain volunteers
 - How to maximize the “First Experience”
 - How to leverage Social Media
- Adult and Youth Learn to Curl brochures
- Adult and Youth Learn to Curl flyers
- And so much more...

Enrollment in the Adult Learn to Curl Program requires registration and a fee of \$250/member club.

Please follow this link and [REGISTER TODAY](#).

For more details – check out www.ontariocurlingcouncil.com

For questions, contact our Adult Learn to Curl Program Coordinator, Byron Scott, at bscott@ontcurl.com or 519-222-8747.

Growing membership should be the number one priority for every club and it is now your turn to take ACTION. Let's get GROWING!

