

Curling Day in Canada

Saturday, February 23, 2019



www.curlingdayincanada.ca

Why

- Celebrate the sport of curling nation-wide
- Raise awareness
- Showcase our inclusiveness
- Promote the Tournament of Hearts & the Brier
- Identify interesting local content and engage local curling rinks
- Fundraise for scholarships for student-athletes

What

(1) Television Show

- Produced by TSN
- Content will be a recap of the 2019 Tournament of Hearts and prep for the final day
- Will showcase Brier teams including wildcard games
- Will present interesting club stories

(2) Membership Associations

- Capture film of winning shot of their province / territory men's final game
- Have their champions available for live interviews on February 23

(3) Curling rink roles

- Submit photos / videos of their front entrance with club name; their warm area and the ice area. Preferably with people in the images.
- Submit interesting in-house stories; for example:
 - multi-generations of the same family curling;
 - unique programming (i.e. glow in the dark);
 - any neat thing at your club (outdoor curling, special curling days, funky warm areas, ice areas, good eats);
 - amazing volunteer stories
 - any other innovations!
- Special things you do as a club don't have to happen on February 23. They can be any day from now until Feb. 8.

(4) Curlers (from a curler for life to someone who has played only once)

- Submit neat things you and your friends do relating to curling:
 - Outdoor curling on a river / lake / backyard;
 - Bonspiel themes you've participated in;
 - Others?

(5) Canada-wide curling game

- For the entire day (February 23), we will collect the scores on as many games played across the country that day. It will be the scores for the teams on the **top** of the board (regardless of colour) versus the teams on the **bottom** of the board (regardless of colour)
- Clubs will be able to send in their scores for every game played at their curling club on that day. Let's say only 6 games are played that day. The scores are: 8-2 / 9-3 / 1-7 / 6-5 / 4-11 / 7-6. The score sent to Curling Canada would be 35-34.
- We will ask each player on each sheet of ice to donate a (Canadian!!) loonie to the Curling Canada Foundation (\$1 per person). Each penny will be sent to the Curling Canada Foundation and 100% will be invested in scholarships for youth curlers. Using the example above, hopefully \$48 would be sent to the Foundation.
- Clubs do not have to create an event if they don't want to. Use the games already scheduled for that day as your source of scores!

Prizes

- (1) **Curling clubs:** Send in photos and / or video by February 8 and the club's name will be entered in a draw to host the Brier Tankard trophy with by three-time Brier champions Nolan Thiessen and Jeff Stoughton (on February 23 - all expenses paid).
- (2) **Curling clubs:** For the Canada-wide curling game, every dollar submitted to the Foundation, will earn the club one ballot to win a \$10,000 renovation grant.
- (3) **Curlers:** each submission will earn the curler one (1) ballot per submission to win an all-expenses paid trip for four people to the closing weekend of the 2020 Kingston Brier. Among other prizes will be five \$500 prizes.

For more information:

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