



Key Messages

CURLING ALBERTA – CURLING DURING COVID
 SEPTEMBER 14, 2020

KEY MESSAGE	SUPPORTING MESSAGES
<p>In this time when many are feeling isolated, curling can still bring people together.</p>	<ul style="list-style-type: none"> • In these unprecedented times, a sense of community and connection is more important than ever. • Lots of the activities that usually bring us together, and keep Albertans active, aren't an option right now – and that's hard. • Curling – whether you're already involved in the sport or you've never tried it before – is one way Albertans can still come together, stay active and enjoy the love of sport. • Local curling clubs are an important part of many communities' social fabric. While we all navigate this difficult time, curling clubs are still here to offer warmth, welcome and inclusivity – whoever you are, whatever your level of experience or ability, curling can be for you.
<p>Curling is a low-contact, low-risk activity.</p>	<ul style="list-style-type: none"> • Curling is unique among sports because it lends itself well to physical distancing. • Even when groups participate together, the experience of play is minimally impacted by keeping a safe distance. • Curling is a non-contact sport usually played in small groups in a relatively large area. As long as players and clubs both observe some basic precautions, this is among the safest athletic activities to enjoy as we all do our part to halt the spread of COVID-19.
<p>Thought has gone into making your curling experience even safer.</p>	<ul style="list-style-type: none"> • Curling Alberta and Curling Canada have provided guidance to curling clubs across the country on reopening safely. Provincial and local authorities are also supporting clubs in maintaining health and safety standards that keep curlers safe. • The specific precautions and procedures observed may vary from club to club depending on the size and specifications of their facility, but curling clubs are committed to participant safety and will apply best practices as appropriate to make your experience as safe as possible. • Examples of precautions you see at your local club may include: <ul style="list-style-type: none"> ○ Limiting the number of curlers on the ice at any given time ○ Modifying some rules, such as having only one designated sweeper, to keep curlers at a safe physical distance ○ Rigorous cleaning and sanitation procedures before/between games ○ Disinfecting rental equipment after each use, and stones before each draw ○ Modifying traditions like handshakes or coin tossing to avoid physical contact ○ Staggering game start times • Although some aspects of play require adjustment (e.g. waiting in assigned positions and having only one designated sweeper), curling is still one of the safest group activities available to Albertans at this time. • Your local curling club can advise you on how to maintain safety while playing with friends and teammates. • Teamwork, sportsmanship, and camaraderie have always been a key part of curling. Community building is central to the sport, and that spirit still lives in curling in Alberta, even during this very challenging time.



Alberta's curling clubs contribute to the local economy, getting people back to work and play.

- A 2017 study by the Canadian Sport Tourism Alliance found that curling generates \$584 million in economic activity in Canada each year.
- Curling clubs provide jobs for Albertans in facility management and maintenance, food and drink service and other fields. Just as precautions have been taken to maintain the safety of curlers, clubs have worked with local, provincial and federal authorities to allow employees to safely return to work.
- Enjoying a game at your local curling club helps maintain these jobs and supports the recovery of the local economy.