## [INSERT DATE]

## Media Release

**[Insert Club Name] puts the “social” in “social distancing”, with an exciting season about to get underway**

*INSERT CITY/TOWN NAME-* As the leaves begin to fall and there’s a morning chill in the air, many Albertans begin to think of the winter recreation activities that we’ll soon enjoy. This year, though, presents a new set of challenges that we’ve never had to think about before. Are our normal activities going to take place? What are the risks? How will we make sure we’re safe? These are all very reasonable questions to be asking right now.

While some sports and activities simply don’t lend themselves to social distancing (can you do a socially distanced body-check?) curling is a perfect pandemic activity. It is a famously social sport, and can be played, with only slight modifications, in a socially distanced manner.

Some simple precautions, like sanitizing equipment after each use, are all it takes to make curling one of the safest activities available. Since teams don’t need to come into close contact with each other at all, it’s one sport that can basically just continue on.

“We are proud to be a part of the [INSERT CITY/TOWN NAME] community, and have been so for many years,” said [INSERT NAME] of [INSERT CLUB NAME]. “We are very happy this year that we can continue to offer our programs for curlers of all levels. It is so important during the pandemic that people have social and recreational opportunities both to connect with each other and to keep active. Curling just happens to be a sport that works quite well during these conditions, and we encourage anyone who is interested in trying the sport, returning to the sport, or a long-time player to come out this year and get on the ice with us.”

Interested participants can call the club at [INSERT PHONE] or visit [INSERT WEBSITE] to learn how to get involved this season.

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Photo/interview opportunity: Media are welcome to come to the club to get footage of people curling and interview curlers or a representative of the club. Please arrange a visit in advance so that COVID protocols can be followed.

To arrange an interview, contact: [INSERT NAME AND CONTACT INFO]