



Media Release

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Volunteers give new life to the Nelson Curling Club

Richmond, BC (October 6, 2010) While most would agree that we live in an age consumed with convenience, the Executive Committee members at the Nelson Curling Club would argue that a little good-old-fashioned volunteer work goes a long way.

While many curling centres close down for the summer, this Executive Committee has proved that summer is the most critical time to do their work. Once the curling season begins, it's just a matter of following through with what has already been created.

After an eventful rush last spring, generated by leveraging the 2010 Olympic & Paralympic Winter Games, the Nelson Curling Club had a great summer run in the Kraft/TSN Celebration Tour Contest. They've now carried that momentum into the start of this curling season. So far they have completed four grant applications that if successful, will be used toward extensive club accessibility renovations, a Girls Can Curl program and the training of local coaches. Smaller projects such as a new paint job, new sound system and upgrades to the bar are currently in progress and have been made possible from fundraising and other grants. These are all a part of a bigger plan to attract outside parties to the facility for event rentals. Two club representatives will also be attending the 2010 Business of Curling Symposium hosted by Curl BC, the Canadian Curling Association and the Vernon Curling Club, from October 15-17.

Their 2010/11 season plans are guided by a new strategic plan for the club, that aligns itself with the strategic plan of Curl BC.

In addition to their new website, they will be taking advantage of marketing campaigns from both Curl BC and the Canadian Curling Association, to target the recruitment of new participants to the sport. Free training will be provided to new and returning curlers, and programs are in place for youth and adult development, and community business involvement.

The enthusiastic club volunteers have also been the first curling centre outside of BC's lower mainland to launch the Capital One Rocks & Rings Program; a program that exposes curling to children and families that would otherwise not receive the opportunity, with the ultimate goal being increased participation in curling. It went from an idea, to fundraising, to full implementation in roughly five months. Using unique floor curling equipment, students experience a high-energy, fun-filled session while learning about the sport in their school's gymnasium. With each elementary school visit, the Capital One Rocks & Rings program reaches six to seven classes or approximately 150 to 200 students. Upon completion, each student receives a graduation certificate which also provides valuable information including where and how the student and his or her parents can get involved in curling in their area. In addition to this youth initiative, the club will play host to the West Kootenay Juvenile (under 16 years of age) Zone Playdown, December 18-19, 2010.

Registration will be held at the curling club (302 Cedar St, Nelson) on Friday, October 15 at 7pm. Participants can register as teams or individuals. More details can be found at www.nelsoncurling.com or by phoning 250-352-7628.

About Curl BC

Curl BC is the provincial sport governing body responsible for the development, promotion and organization of curling in British Columbia. Curl BC is also responsible for the championship system that declares provincial representation at National events. In cooperation with its Members, Curl BC provides service to both competitive and recreational curlers, including a variety of adaptive groups.