



LEVERAGING THE OLYMPICS: A COMPREHENSIVE GUIDE FOR CURLING CLUBS IN ONTARIO

The upcoming 2026 Winter Olympics and Paralympics present a unique opportunity for curling clubs across Ontario to attract new participants, engage existing members, and promote the inclusive nature of our beloved sport. This document outlines strategies and best practices to help your club effectively leverage this exciting event and maximize community engagement.

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STRATEGY 1: ATTRACT NEW PARTICIPANTS

“THROW YOUR FIRST ROCK” DAY/EVENING

Concept: Hosting a "Throw Your First Rock" Day/Evening provides your local community an opportunity to try something new. This event will provide newcomers with an engaging introduction to curling while emphasizing safety and fun. This event should be a 1 hour session and structured to facilitate both learning and enjoyment, ultimately encouraging participants to join a learn-to-curl program or social league.

Execution:

- **Session Structure:** Organize multiple 1.5-hour sessions focusing on safety, basic curling techniques, and a mini-game.
- **Volunteers:** Recruit club members or instructors to assist participants and ensure a positive experience.
- **Promotion:** Use social media, local flyers, and partnerships with schools and community organizations to advertise the event.

Best Practices:

- Focus on creating a friendly atmosphere to help newcomers feel comfortable.
- Encourage attendees to sign up for future learn-to-curl programs.

“OLYMPIC VIEWER” ICE RENTALS

Concept: The "Olympic Viewer" Ice Rentals offer a fantastic opportunity for small groups to enjoy a casual evening of curling while celebrating the spirit of the Olympics. This initiative aims to attract new participants by promoting a social, unique experience where people can relax, socialize, and try curling together.

Execution:

- **Flat-Rate Rentals:** Promote one-hour sheet rentals for groups of 4-8 people.
- **Marketing:** Advertise these rentals as a unique social activity, ideal for friends, families, or corporate outings.

Best Practices:

- Ensure a staff member is available to provide a basic safety overview and assist with equipment.
- Collect participant information for future outreach regarding leagues and programs.

LEARN-TO-CURL PROGRAM

Run a "Learn-to-Curl" Program following the Olympics and Paralympics. This will offer a structured 4-6 week experience for newcomers to engage with the sport of curling. This program is designed to provide participants with the essential skills and knowledge they need to feel confident on the ice and ready to join the upcoming season in 2026-27.

Execution:

- **Curriculum Development:** Create a clear syllabus covering techniques, rules, and gameplay.
- **Instructors:** Utilize experienced curlers to conduct sessions and answer questions.

Best Practices:

- Encourage social interaction between participants to foster community.
- Follow up with participants post-program to invite them to join leagues or social events.

STRATEGY 2: LEVERAGE THE PARALYMPICS (INCLUSIVE FOCUS)

WHEELCHAIR CURLING "TRY-IT" EVENT

Hosting a Wheelchair Curling Demonstration & Try-It Event offers your local community a unique opportunity to experience the inclusive nature of curling. This event, scheduled during or following the Paralympic curling, will allow participants to engage actively and learn about wheelchair curling while fostering awareness and support for adaptive sports.

Execution:

- **Partnerships:** Collaborate with local adaptive sports organizations.

- **Hands-On Experience:** Provide opportunities for attendees to try wheelchair curling and learn about the sport's benefits.

Best Practices:

- Highlight the importance of inclusivity within your club and community.
- Encourage attendees to share their experiences on social media to raise awareness.

PARALYMPIC VIEWING PARTY

Organize a "Paralympic Viewing Party" to watch the wheelchair curling medal games, fostering community spirit and promoting inclusiveness within your curling club. This event will create a welcoming atmosphere for attendees to socialize while celebrating Team Canada's achievements. It provides an excellent opportunity to discuss adaptive curling initiatives and encourage participation, highlighting the club's commitment to inclusivity in the sport.

Execution:

- **Event Layout:** Set up a comfortable viewing area with food and drinks.
- **Discussion:** During breaks, talk about the club's involvement in adaptive curling and future initiatives.

Best Practices:

- Use this opportunity to gather feedback and interest from attendees regarding adaptive workshops.
- Promote additional adaptive events during the viewing party.

ADAPTIVE CURLING WORKSHOPS

Host workshops dedicated to teaching skills and techniques specific to adaptive curling, promoting inclusiveness within your club. These sessions will provide hands-on instruction led by experienced adaptive curlers, allowing participants to learn valuable techniques while gaining confidence on the ice. By fostering an environment of support and collaboration, these workshops aim to engage a wider audience and encourage individuals of all abilities to participate in curling, reinforcing the club's commitment to accessibility in the sport.

Execution:

- **Instructional Sessions:** Conduct hands-on sessions led by experienced adaptive curlers.

- **Safety and Equipment:** Ensure availability of adaptive equipment, like delivery sticks.

Best Practices:

- Partner with organizations that promote adaptive sports for wider outreach.
- Track participant interest in future adaptive programs to gauge demand.

STRATEGY 3: INCREASE MEMBER ENGAGEMENT

TEAM CANADA VIEWING PARTIES

Concept: Organize social gatherings to watch key Canadian games during the Olympics and Paralympics, enhancing community engagement and camaraderie within your curling club. These events will create a festive atmosphere where members and their families can come together to cheer for Team Canada while enjoying food and drinks. By fostering a sense of connection and excitement, these gatherings will not only celebrate the spirit of competition but also promote inclusivity in the sport, inviting everyone to participate and share in the joy of curling.

Execution:

- **Themed Events:** Offer food, drinks, and games to create a festive atmosphere.
- **Time the events:** Align gatherings with prominent games featuring Team Canada.

Best Practices:

- Encourage members to bring friends and increase social interactions within the club.
- Use the events to gather feedback on club offerings and events.

OLYMPIC CLUB SOCIAL EVENTS

Concept: Plan social events featuring activities inspired by Olympic themes to engage club members and celebrate the spirit of competition. These events will include fun games, trivia contests, and themed challenges that embody the excitement of the Olympics. By incorporating friendly competition and camaraderie, these gatherings will enhance community bonds and encourage participation from all members. This approach not only fosters a lively atmosphere but also promotes inclusivity, inviting everyone to join in the festivities and connect with the sport of curling.

Execution:

- **Trivia and Games:** Incorporate Olympic trivia and fun competitions.
- **Social Prizes:** Reward participants with club merchandise or complimentary items.

Best Practices:

- Promote these events well in advance through various channels.
- Ensure activities are inclusive and engaging for all members.

OLYMPIC-THEMED BONSPIEL

Concept: Organize a fun bonspiel that mirrors the excitement of the Olympic Games, offering both competition and celebration for participants. Featuring various formats like mixed doubles and team events, this event engages a range of skill levels while fostering camaraderie. By incorporating Olympic themes and friendly competition, the bonspiel promotes inclusivity and community spirit, allowing club members and newcomers to bond over the sport in a festive atmosphere.

Execution:

- **Format:** Consider mixed doubles and other engaging game formats.
- **Participation:** Open the bonspiel to club members and newcomers to strengthen community ties.

Best Practices:

- Create a festive atmosphere, complete with Olympic-themed decorations
- Encourage participants to wear Team Canada colours or Olympic gear to enhance the spirit of the event
- Consider offering small prizes for winners

STRATEGY 4: MARKETING & PREPARATION

PROMOTING YOUR UPCOMING EVENTS

Concept: Effectively promoting your upcoming events related to the Olympics and Paralympics is crucial for maximizing participation and community engagement. By strategically promoting these events, your curling club can enhance visibility and foster a vibrant community around the sport.

Execution:

- Develop a marketing plan that highlights all upcoming events related to the Olympics and Paralympics, including viewing parties, workshops, and bonspiels.
- Use a mix of channels such as social media, email newsletters, and local community boards to reach a broad audience.

Best Practices:

- Create visually appealing promotional materials that capture the Olympic spirit.
- Engage with local media outlets to feature your events, generating additional interest and attendance.
- **Avoid Using the Olympic Rings:** It is recommended that you do not use the Olympic rings in your branding for club events. Unauthorized use of such trademarked symbols can lead to legal issues, so it's best to create original branding that captures the spirit of the Olympics without infringing on protected imagery.

SOCIAL MEDIA SHARING

Leveraging social media to share updates and highlights about Team Canada and the Paralympics can significantly enhance community engagement and visibility for your curling club.

Execution:

- Regularly post updates, highlights, and inspirational content related to Team Canada and the Paralympics on your club's social media accounts.
- Use relevant hashtags to increase visibility and encourage community members to share their own experiences.

Best Practices:

- Host social media contests that encourage followers to engage with your content, such as sharing their favorite Olympic moments or predictions.
- Create a dedicated hashtag for your club's events to foster community interaction online.

EQUIPMENT AND VOLUNTEER READINESS

Ensuring that your club is equipped and supported by trained volunteers is vital for the success of Olympic and Paralympic events. By preparing thoroughly, your club can streamline operations and enhance the overall experience, making every event engaging and enjoyable for all involved.

Execution:

- Conduct a thorough inventory check of all equipment to ensure it is in good condition and ready for use during events.
- Recruit and train volunteers who will be responsible for overseeing events, providing support to participants, and ensuring a positive experience.

Best Practices:

- Develop a checklist for equipment maintenance and volunteer duties to streamline preparations.
- Host a volunteer orientation session to ensure everyone understands their roles and the importance of creating an inclusive environment for all participants.

CURLING CANADA RESOURCES

1. Grow the Game Campaign:

Encourage your members to "Take the Pledge" on Curling Canada's webpage (<https://www.curling.ca/growthegame/>). Pledge to help grow the game of curling in 2026. Don't forget to include your club name and a picture if you wish. Use the "grow the game" social media templates found at the bottom of the page and share on your networks!

2. Grow the Game Momentum Sessions:

- **Session 1 (English) – December 3rd**, 9:30–10:30 pm ET – [Register Here](#)
- **Session 2 (English) – December 4th**, 5:30–6:30 pm ET – [Register Here](#)
- **Session 3 – French – December 4th**, 7:30-8:30 pm ET – [Register Here](#)

KEY EXTERNAL RESOURCES

- Team Canada Official Site: <https://olympic.ca/games/milano-cortina-2026/>
- Canadian Paralympic Committee: <https://paralympic.ca/games/milano-cortina-2026>
- Team Canada Olympic App: <https://olympic.ca/team-canada-olympic-app/>
- Join the Olympic Club (Trivia, Prizes): <https://olympic.ca/olympic-club/>

IMPORTANT DATES AT MILANO CORTINA 2026

MIXED DOUBLES	WOMEN'S TEAM
February 4-10, 2026	February 12-22, 2026
MEN'S TEAM	WHEELCHAIR EVENTS
February 11-21, 2026	March 4-14, 2026

2026 MILANO-CORTINA 2026 WINTER OLYMPIC GAMES

CURLING SCHEDULE

Date	Time (CET)	Time (EST)	Event	Matchup
Wed, Feb 4	19:05	1:05 PM	Mixed Doubles	Canada vs. Qualifier A
Thu, Feb 5	14:35	8:35 AM	Mixed Doubles	Canada vs. Norway
Thu, Feb 5	19:05	1:05 PM	Mixed Doubles	Canada vs. Italy
Fri, Feb 6	10:05	4:05 AM	Mixed Doubles	Canada vs. United States
Sat, Feb 7	10:05	4:05 AM	Mixed Doubles	Canada vs. Great Britain
Sat, Feb 7	19:05	1:05 PM	Mixed Doubles	Canada vs. Estonia
Sun, Feb 8	14:35	8:35 AM	Mixed Doubles	Canada vs. Sweden
Sun, Feb 8	19:05	1:05 PM	Mixed Doubles	Canada vs. Qualifier B
Mon, Feb 9	10:05	4:05 AM	Mixed Doubles	Canada vs. Switzerland

Mon, Feb 9	18:05	12:05 PM	Mixed Doubles	Semi-finals
Tue, Feb 10	14:05	8:05 AM	Mixed Doubles	Bronze Medal Game 🥉
Tue, Feb 10	18:05	12:05 PM	Mixed Doubles	Gold Medal Game 🥇🥈
Wed, Feb 11	19:05	1:05 PM	Men's	Canada vs. Germany
Thu, Feb 12	09:05	3:05 AM	Women's	Canada vs. Denmark
Fri, Feb 13	09:05	3:05 AM	Men's	Canada vs. Qualifier B
Fri, Feb 13	14:05	8:05 AM	Women's	Canada vs. Qualifier A
Fri, Feb 13	19:05	1:05 PM	Men's	Canada vs. Sweden
Sat, Feb 14	09:05	3:05 AM	Women's	Canada vs. Great Britain
Sat, Feb 14	14:05	8:05 AM	Men's	Canada vs. Switzerland
Sat, Feb 14	19:05	1:05 PM	Women's	Canada vs. Switzerland
Sun, Feb 15	19:05	1:05 PM	Men's	Canada vs. Qualifier A

Mon, Feb 16	09:05	3:05 AM	Women's	Canada vs. China
Mon, Feb 16	14:05	8:05 AM	Men's	Canada vs. Czechia
Mon, Feb 16	19:05	1:05 PM	Women's	Canada vs. Qualifier B
Tue, Feb 17	14:05	8:05 AM	Women's	Canada vs. Sweden
Tue, Feb 17	19:05	1:05 PM	Men's	Canada vs. Great Britain
Wed, Feb 18	14:05	8:05 AM	Men's	Canada vs. Italy
Wed, Feb 18	19:05	1:05 PM	Women's	Canada vs. Italy
Thu, Feb 19	09:05	3:05 AM	Men's	Canada vs. Norway
Thu, Feb 19	14:05	8:05 AM	Women's	Canada vs. Korea
Thu, Feb 19	19:05	1:05 PM	Men's	Semi-finals
Fri, Feb 20	14:05	8:05 AM	Women's	Semi-finals
Fri, Feb 20	19:05	1:05 PM	Men's	Bronze Medal Game 

Sat, Feb 21	14:05	8:05 AM	Women's	Bronze Medal Game 🥈
Sat, Feb 21	19:05	1:05 PM	Men's	Gold Medal Game 🥇 🥈
Sun, Feb 22	11:05	5:05 AM	Women's	Gold Medal Game 🥇 🥈

2026 MILANO-CORTINA WINTER PARALYMPIC GAMES CURLING SCHEDULE

Date	Time (CET)	Time (EST)	Event	Matchup
Mar 7	18:35	12:35 PM	Mixed Team	Italy vs. Canada
Mar 8	09:35	04:35 AM	Mixed Team	Canada vs. Great Britain
Mar 8	18:35	1:35 PM	Mixed Team	Canada vs. Norway
Mar 9	09:35	04:35 AM	Mixed Team	Canada vs. Latvia
Mar 10	09:35	04:35 AM	Mixed Team	China vs. Canada

Mar 10	18:35	1:35 PM	Mixed Team	Sweden vs. Canada
Mar 11	20:05	3:05 PM	Mixed Team	Slovakia vs. Canada
Mar 12	13:35	08:35 AM	Mixed Team	Canada vs. Korea
Mar 12	18:35	1:35 PM	Mixed Team	Canada vs. United States
Mar 13	10:05	05:05 AM	Mixed Team Semi-final	TBD vs. TBD
Mar 13	10:05	05:05 AM	Mixed Team Semi-final	TBD vs. TBD
Mar 13	18:35	1:35 AM	Mixed Team Bronze Medal Game	Bronze Medal Game 🥉
Mar 14	15:05	10:05 AM	Mixed Team Gold Medal Game	Gold Medal Game 🥇