



# 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

February 4–10, 2026

#### MEN’S TEAM

February 11–21, 2026

#### WOMEN’S TEAM

February 12–22, 2026

#### WHEELCHAIR EVENTS

March 4–14, 2026






# 2026 MILANO-CORTINA 2026 WINTER OLYMPIC GAMES

## CURLING SCHEDULE

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

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

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

<b>Sat, Feb 21</b>	14:05	8:05 AM	Women's	Bronze Medal Game 
<b>Sat, Feb 21</b>	19:05	1:05 PM	Men's	Gold Medal Game  
<b>Sun, Feb 22</b>	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
<b>Mar 7</b>	18:35	12:35 PM	Mixed Team	Italy vs. Canada
<b>Mar 8</b>	09:35	04:35 AM	Mixed Team	Canada vs. Great Britain
<b>Mar 8</b>	18:35	1:35 PM	Mixed Team	Canada vs. Norway
<b>Mar 9</b>	09:35	04:35 AM	Mixed Team	Canada vs. Latvia
<b>Mar 10</b>	09:35	04:35 AM	Mixed Team	China vs. Canada

<b>Mar 10</b>	18:35	1:35 PM	Mixed Team	Sweden vs. Canada
<b>Mar 11</b>	20:05	3:05 PM	Mixed Team	Slovakia vs. Canada
<b>Mar 12</b>	13:35	08:35 AM	Mixed Team	Canada vs. Korea
<b>Mar 12</b>	18:35	1:35 PM	Mixed Team	Canada vs. United States
<b>Mar 13</b>	10:05	05:05 AM	Mixed Team Semi-final	TBD vs. TBD
<b>Mar 13</b>	10:05	05:05 AM	Mixed Team Semi-final	TBD vs. TBD
<b>Mar 13</b>	18:35	1:35 AM	Mixed Team Bronze Medal Game	Bronze Medal Game 🏅
<b>Mar 14</b>	15:05	10:05 AM	Mixed Team Gold Medal Game	Gold Medal Game 🏆 🥈