

LEVERAGE THE WINTER OLYMPICS: CURLING CLUB STRATEGIES

STRATEGY 1 ATTRACT NEW PARTICIPANTS

CONCEPTS:

1. "Throw Your First Rock" Day/Evening
2. Olympic Ice Rentals
3. Learn-to-Curl Program

STRATEGY 2 LEVERAGE THE PARALYMPICS

CONCEPTS:

1. Wheelchair Curling Demonstration & Try-It Event
2. Paralympic Viewing Party
3. Adaptive Curling Workshops

STRATEGY 3 INCREASE MEMBER ENGAGEMENT

CONCEPTS:

1. Team Canada Viewing Parties
2. "Olympic Club" Social Events
3. Olympic Themed Bonspiel

STRATEGY 4 MARKETING & PREPARATION

CONCEPTS:

1. Promoting Your Upcoming Events
2. Social Media Sharing
3. Equipment and Volunteer Readiness



**TAKE THE
PLEDGE**

CHECK OUT

CURLING CANADA'S GROW THE GAME CAMPAIGN

curling.ca/growthegame/

For more tips and detailed recommendations on leveraging the Olympics, be sure to [check out the full document!](#)

**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