



To all of our valued members,

2020 has been a very unusual year, to say the least. Communities, businesses and the whole world of sport have been called to reinvent how we do things in response to the COVID-19 pandemic. We know that that's created a complex range of challenges and opportunities for Alberta's curling clubs, and Curling Alberta is committed to supporting clubs at this time - as always.

To help our members navigate the challenges of our current situation and make the most of the opportunities, we're offering a communications toolkit to help clubs engage with curlers and the broader communities in which they operate. At a time when many Albertans are looking for new ways to stay active and build community, curling is an excellent option – the toolkit is designed to help clubs bring veteran curlers back and attract some new ones as well.

Resources included in the toolkit include:

Key Messages

We've worked with our marketing partners to develop some general messaging around the benefits curling can offer right now. These can be used as a guide and inspiration as clubs plan their own communications activities.

Social Media Posts

We've included written content and hashtags for social media posts, which can be used as-is or modified as clubs see fit. We encourage clubs to use their own photos and images to make the posts feel personal and authentic.

Newsletter Content

Three newsletter articles of different lengths are provided for use in clubs' own newsletters or community newsletters. The different lengths are meant to accommodate different formats, and the articles can be edited and personalized as desired.

Media Release

This media release can be used as a template for curling clubs in Alberta to reach out to local media. Feel free to use it as-is, or to modify it based on local information or your own preferences. Once clubs have a version they are happy with they can send it to local media in their area, including daily or weekly newspapers and local radio or TV. The objective of distributing it is to generate a local media story that highlights the local curling club and attracts people to participate in curling this season.

The media toolkit is both attached to this email and available in the Club Repository under Marketing and Communication:

https://drive.google.com/drive/u/0/folders/1AO50EUnvJzhWygjYIv_nSt2YqiOnxhH

In addition to the toolkit, Curling Canada has provided updated illustrations (all stones on one side) in various sizes. As well as a document showing steps to take if a club gets a positive test which has been approved by Curling Canada's medical lead. This information can be found

here: <https://drive.google.com/drive/u/0/folders/1q7-PBwuEiG3IWDYuyEzBTIkpV0UB1ONm>. If you have any issues accessing this Google Drive folder, please contact info@curlingalberta.ca.

Curling Alberta is here for our members – if you have questions about using the toolkit, the Curling Canada documents or other ways we can support you, please get in touch with us and we will do whatever we can to help.