



**FOR IMMEDIATE RELEASE**

**Curling Alberta Forms Exciting New Partnership with Elite Promotional Marketing**

*Strategic collaboration aims to elevate branding, apparel, and member experience across the province*

**Edmonton, AB – June 5, 2025**— Curling Alberta is thrilled to announce a dynamic new partnership with **Elite Promotional Marketing**, one of Western Canada’s top providers of branded apparel and promotional products. This collaboration marks a significant milestone in Curling Alberta’s mission to enhance the sport’s visibility, foster community pride, and create more value for members and fans across the province.

With decades of experience in the promotional marketing industry, Elite brings a creative and customized approach to merchandise, apparel, and event branding. Their passion for innovation and commitment to excellence make them an ideal partner as Curling Alberta continues to grow and modernize its brand.

“We are incredibly excited to welcome Elite Promotional Marketing into the Curling Alberta family,” said Jill Groves, Executive Director at Curling Alberta. “This partnership allows us to offer high-quality, professionally designed apparel and promotional items that truly reflect the spirit and identity of curling in Alberta. It also helps us better support our clubs, athletes, volunteers, and fans with fresh, consistent branding at events and through merchandise.”

As part of the partnership, Elite will play a key role in the development of Curling Alberta’s official merchandise line, including apparel for curling centres, teams, volunteers, and supporters. Additionally, they will support event branding and provide custom promotional solutions that enhance the experience at Curling Alberta championships, community events, and development programs.

Elite Promotional Marketing has long supported grassroots and high-performance sport, working with clients across a wide range of industries, including amateur athletics, education, and corporate business. Their team understands the importance of capturing the passion and energy of a brand, and they bring a high level of care and creativity to every project.

This partnership is one more step forward in Curling Alberta’s long-term strategy to grow the game, connect with new audiences, and foster a strong, unified identity for curling across the province.

**Stay tuned for exciting new merchandise and branding in the months ahead, including the new online store.**