



Curling Alberta and Egg Farmers Rocks & Rings Forge New Partnership to Deepen Grassroots Growth of Curling in Alberta

EDMONTON, ALBERTA – August 20, 2025 – Curling Alberta is thrilled to announce a brand-new two-year partnership with Egg Farmers Rocks & Rings, presented by Curling Canada. This exciting collaboration marks a significant step forward in our shared mission to grow the sport of curling from the grassroots level across Alberta. This new partnership will ensure the highly successful Egg Farmers Rocks & Rings program can reach even more young Albertans, introducing them to the fun and skill of curling in an engaging and accessible way.

The Egg Farmers Rocks & Rings program brings the sport of curling directly to kids, right in their school gymnasiums. With the program already reaching nearly 3 million kids, it has been instrumental in captivating the next generation of curlers across the country. Through interactive physical education sessions, students learn the fundamentals of curling, teamwork, and strategy in a fun and active environment.

A United Front for Alberta's Curling Future

This two-year partnership with Rocks & Rings truly highlights the shared vision: to expand the program's reach and impact throughout Alberta's diverse communities. By working together, we'll create even more opportunities for youth to experience curling, fostering a lifelong love for the sport and encouraging active, healthy lifestyles for everyone.

"This partnership with Rocks & Rings is a powerful step forward in growing the sport we love," stated Rebecca Rankin, the Youth Program Coordinator at Curling Alberta. *"Together, we're bringing curling to the next generation - right where they learn and play. At Curling Alberta, we're proud to help inspire future champions, one classroom at a time."*

Program Director of Egg Farmers Rocks & Rings Abbie Darnley echoed the enthusiasm, saying, *"Alberta has always been a province with a lot of curling talent, and this collaboration allows us to invest further in the foundation of our sport. By making curling accessible and enjoyable for young people in their schools, we're building a stronger future for curling in Alberta."*

Bringing Curling to Every Classroom

The Egg Farmers Rocks & Rings program provides schools with unique floor curling equipment and comprehensive lesson plans, making it simple for teachers to weave curling into their physical education curriculum. Additionally, "In The Classroom" resources offer curriculum-based lessons and activities in various subjects, all with a fun curling twist. This partnership is a



huge step forward in making sure more young Albertans get the chance to discover the excitement of curling, learn valuable skills, and maybe even become the next generation of Canadian curling champions.

About Curling Alberta: Curling Alberta is the governing body for the sport of curling in Alberta. Through competitions, youth programs, grassroots initiatives, and partnerships, Curling Alberta works to grow the sport and foster a lifelong passion for curling among athletes of all ages and abilities.

About Egg Farmers Rocks & Rings: Egg Farmers Rocks & Rings, presented by Curling Canada, is an innovative program that brings the sport of curling into school gymnasiums across Canada. Utilizing specialized floor curling equipment, the program introduces students to the fundamentals of curling, promotes physical activity, and fosters a love for the sport in a fun and accessible way.

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