

**FOR IMMEDIATE RELEASE****Curling Alberta Announces SKYCRON as Official Streaming and Broadcast Partner**

**Edmonton, AB — August 7<sup>th</sup>** — Curling Alberta is excited to announce a new partnership with **SKYCRON**, which will become the organization's Official Streaming and Broadcast Partner.

The partnership represents an important step in Curling Alberta's continued efforts to enhance the presentation of its competitions, connect more fans with curling, and create greater visibility for Alberta athletes, host communities, and corporate partners.

The partnership will begin with a significant focus on the **2027 RME Alberta Summit of Champions, presented by Sentinel Storage and Best Western**, taking place January 11–17, 2027, at the Nelson Bros Arena within the Team Auction Centre in Drayton Valley. The championship will bring Alberta's top 12 men's and top 12 women's teams together to compete for the opportunity to represent the province at the 2027 Montana's Brier and Scotties Tournament of Hearts.

Working together, Curling Alberta and SKYCRON will strengthen the quality, reach, and entertainment value of the championship broadcast. The partnership will also create new opportunities for storytelling, sponsor integration, athlete exposure, and fan engagement, while supporting Curling Alberta's long-term goal of expanding the audience for provincial curling.

*"This is an exciting opportunity to take the RME Alberta Summit of Champions to another level," said Britney Andersen, Director of Operations, Curling Alberta. "The championship has tremendous potential for growth, and a strong broadcast is an important part of creating a memorable experience for fans both inside the arena and watching from home. SKYCRON brings the expertise and creativity to help us showcase our athletes, partners, curling and host communities in a professional and engaging way."*

SKYCRON brings extensive experience in live sports broadcasting, multi-camera production, digital streaming, and syndicated television programming. Its team has produced content for major television networks and sports platforms, including NBC, CBS, FOX, ABC affiliates, Game+, and the Silver State Sports & Entertainment Network.

*"We are proud to partner with Curling Alberta and support the continued growth of curling," said Cory Carlick, Account Manager and Chief Production Manager, SKYCRON. "Alberta has an incredible curling community, and we see a tremendous opportunity to deliver a broadcast that captures the competition, personalities, and atmosphere that make this championship special."*

Beyond the RME Alberta Summit of Champions, Curling Alberta and SKYCRON will explore opportunities to enhance the coverage of additional championships, events, and initiatives



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across the province, while producing high-quality promotional videos, and advertising campaigns that showcase Curling Alberta and help grow the sport by reaching new audiences across Canada. The partnership will also provide Curling Alberta's affiliated curling clubs and corporate partners with access to preferred pricing on select professional media and production services.

This announcement builds on Curling Alberta's approach of developing partnerships that enhance its competitions, improve the experience for participants and fans, and create long-term opportunities to grow the sport.

### **About SKYCRON**

SKYCRON is a professional media production company specializing in broadcast-quality livestreaming, television production, corporate event coverage, and multi-camera sports production. With experience producing live and syndicated programming for major networks and platforms, SKYCRON combines technical expertise with a focus on compelling storytelling and audience engagement.

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