



Capital One Rocks & Rings

*Curl BC's Introduction to Curling
Elementary School Program*



Background

- Rock Solid Productions created program in response to identified Canadian curling challenges:
 - Aging population
 - Increasing ethnicity of population in cities
 - Fewer children being introduced to curling
 - Declining participation rates across Canada



Rapid Growth

- Introduced in Greater Toronto 2008-2009:
 - 40 schools visited
 - 8,000 students
- Pilot project Metro Vancouver 2009-2010:
 - 88 schools visited
 - 15,000 students
- Expansion through BCSP, 2010-2011:
 - Victoria, Nanaimo, Kamloops, Kelowna, Terrace, Nelson



Key Partnerships

- Rock Solid Productions
- Canadian Curling Association
- Sponsors: Capital One, Telus Community Board, Victoria Curling Foundation, KidSport Aboriginal Fund, 2010 Legacies Now
- Pacific Sport / Canadian Sport Centre Pacific
- School Districts
- Curling Centres



Program outline:

- Introduces the Olympic/Paralympic sport of curling
- Targets grades 2-5, deliver to K-7 spectrum
- Curriculum-based
- Partnered with CCA (Canadian Curling Association)



Program, continued



- 7-8 classes per day, ~175 students
- 40 minute program
- High energy & fun
- Current cost to school \$150 + HST



Take Home Materials...

- Graduation Certificate:
 - Sponsor recognition
 - “Where to get more information”
 - PSO and NSO contact information
- Temporary Tattoo
- School:
 - Curriculum resource: “Getting Started in Curling”
 - Added to list to receive Junior Curling Program info.

Equipment

- www.kurling.ca
- Unique, specialized floor curling equipment
- “House” mat
- Customized brooms
- Scoring flip chart
- Tools for games





In Action...



Kamloops: March Break camp at PacificSport



Victoria: Braefoot Elementary



Northwest: New Aiyansh aboriginal community



National Marketing

The key to our success

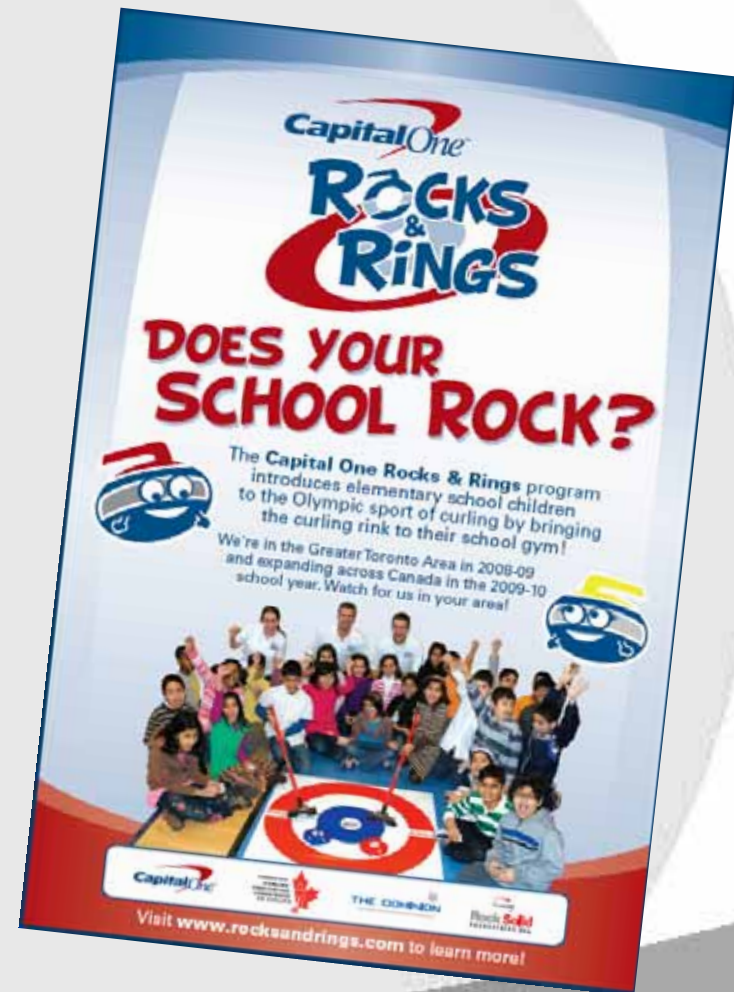


National commercial on TSN:

- Runs 175 times per season

National dedicated website

- Directs inquiries to PSO
- www.rocksandrings.ca





TSN Commercial



In the news

- Features on CHEK News and A Channel
- Articles in newspapers:
 - Nelson Daily
 - Rossland News
 - Times Colonist 
 - Vancouver Sun





Successes

- Growth:
 - 2009-10: 15,400 students
 - 2010-11: 29,800 students
- Media coverage
- Increased membership at BC curling centres:
 - Example: Nelson Curling Centre 60% increase in Jr. Curling Program enrollment



More Success!

- Available across BC:
 - Metro Vancouver (Squamish to Hope)
 - Vancouver Island (Victoria to Campbell River)
 - North West (Terrace & area)
 - Kootenays (Nelson & area)
 - Okanagan (Kamloops & area)



Curling in the Community



Minister Ida Chong, attended launch of Victoria R&R expansion, and threw the first rock, swept by Keith Dagg, Telus Community Board member



Miga and Quatchi go curling!



Minister Stephanie Cadieux curls with support from Paralympic Gold Medalist Darryl Neighbour



Challenges faced...

- Financially sustainable rural delivery
- Finding, training & keeping great instructors
- Keeping up with demand
- Connecting school program with curling centre ongoing membership



Future directions

- Adding new lessons and activities
- Exploring partnership with Gymnastics BC and BC Athletics in training school-based instructors
- Creating Rural Model for delivery
- Creating closer ties to curling centres



Thank You & Questions

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