

The CURLING CONNECTION

August 2012

www.curlbc.ca

BC Junior finals to be televised for first time

THE Tim Hortons BC Junior Curling Championships will be televised for the first time ever.

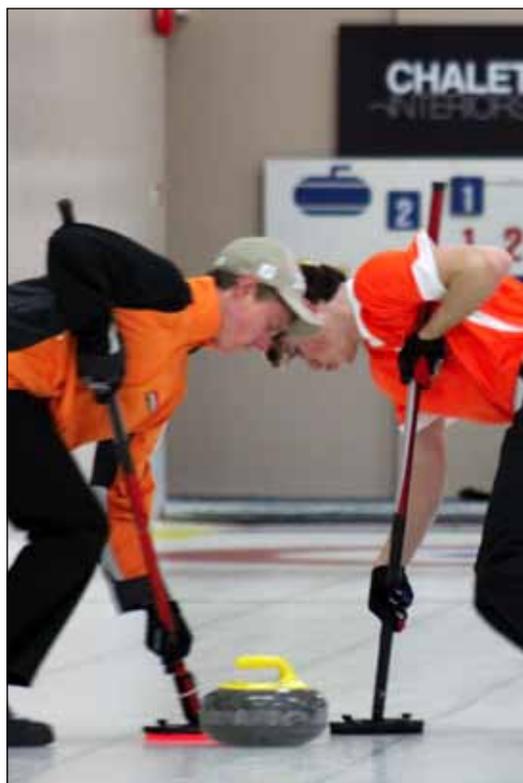
Shaw Cable TV will film and broadcast the event, which is taking place at the Coquitlam Curling Center from January 1 to 6, 2013.

Shaw has previously televised the Scotiabank BC Women's Curling Championships and the Canadian Direct Insurance BC Men's Curling Championships, but it has never televised the Junior finals, which showcase the province's best curlers aged 21 and under.

Barry Ayers, chair of the Tim Hortons BC Junior Curling Championships, said: "It's fantastic that we have the chance to showcase our facility on TV. We hope that these young curlers will inspire yet another generation to get involved in the sport."

Scott Braley, Curl BC CEO, said it was an exciting development for the sport in BC. He added: "We're really looking forward to this great promotion of our best young curlers on television."

The BC Junior Curling Championships have produced seven national junior championship teams skipped by Jerry Caughlin



Junior curlers will be in the spotlight when Shaw broadcasts from Coquitlam Curling Center.

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Your innovative idea could give you cash

CURLERS with an innovative idea that could get more people in their community active can enter to win \$7,500.

The BC Sport Agency is providing two \$7,500 investments to each of the top two entries in a province-wide BC Ideas search.

The agency is looking for people who are using technology to develop solutions that make sport and physical activity relevant to British Columbians of all ages.

The grants are available because the BC Sport Agency believes that technology can have a huge impact on developing and advancing sport participation.

Anyone with an idea for their community is being encouraged to visit the BC Ideas: Solutions for Stronger Communities website.

The competition is open to all individuals, and organizations (not-for-profit, private, or public) creating impact in British Columbia. To enter, visit BC Ideas and create a profile, click on "Enter an Idea" to start your entry.

Entries must be submitted by 5pm on September 12.

Paralympic role for Elisabeth



Curl BC's Educational Programs Manager Elisabeth Walker-Young.

CURL BC's own Elisabeth Walker-Young has jetted off to London for the Paralympic Games.

The Paralympic gold medalist is the Assistant Chef de Mission for the Games, and is also providing colour commentary for the opening and closing ceremonies for CTV's broadcasts.

Elisabeth, who is Curl BC's Educational Programs Manager, will be based at the Canadian team's headquarters in Spitalfields, London, near Brick Lane.

The Paralympics start on August 29 and finish on September 9.

Elisabeth will be out of the office until September 17.

Any Curl BC-related questions for Elisabeth during her absence can be directed to either Heather Beatty at hbeatty@curlbc.ca or Scott Braley at sbraley@curlbc.ca.

There are lots of ways to keep in touch

ARE you on Facebook or part of the Twitterverse?

You can connect with Curl BC and other member centres by "liking" our [Facebook page](#), or following us on [Twitter](#).

We'll post all the curling news as it comes in and share your news with the rest of our followers.

Rebecca Connop Price, Curl BC's new Communications & Marketing Manager, said: "Social media can be a very powerful tool for community sports organizations.

"Facebook and Twitter will allow you to get the word out about your bonspiel or Sports Day in Canada event in an instant.

"And social media allows others to share your news too.

"It's like taking word-of-mouth to the masses."

Any members with any questions about sharing their stories on Facebook and Twitter are welcome to contact Rebecca at rconnopprice@curlbc.ca.



The deadline for submission of stories for the next Curling Connection newsletter is September 15. Email rconnopprice@curlbc.ca or call 604-333-3617.

Improve your coaching skills at Curl BC workshops

THERE are plenty of opportunities to improve your coaching skills thanks to a new round of coaching workshops organized by Curl BC.

Competition coach workshops are being held in Nanaimo, North Vancouver and Kimberley this fall.

Over two days, the workshops will cover teaching and learning strategies, tactics, delivery & brushing skills. They will also cover ethical decision-making, skills analysis and drills to fix faults, among other things. There is no pre-requisite to

participate, but it is recommended that participants have coaching experience or have curled at a competitive level.

Coaches who complete the course will be eligible to coach at playdowns, provincials, nationals and the BC Winter Games.

The workshops are taking place on October 20 and 21 in Nanaimo, October 27 and 28 in Kimberley and November 3 and 4 in North Vancouver, but participants must register ahead of time.

For more information, visit our competition coach registration page by clicking here.

Curl BC is also offering coaching workshops for people who want to coach at their local curling centre.

The community coach workshops are being offered in Parksville and New Westminster.

At the two-day workshops, coaches will learn about:

- making ethical decisions and emergency action plans
- curling technique, skill analysis

and intro in strategy

- starting a junior program
- coaching teams to their first bonspiel
- working with special interest groups and lots more.

Anyone who is interested in the workshops, which are taking place on September 4, 6 and 9 at the Royal City Curling Club and from October 13 to 14 at Parksville Curling Club, should **visit our community coach registration page by clicking here.**

Victoria centre reaches out to TV viewers

THE Victoria Curling Centre has taken its drive to recruit more curlers to another level.

The centre is working with CHEK TV in Victoria to put curling in BC's capital on local television screens.

Bill Chester, the club's manager, said the team from CHEK TV had used their facilities a couple of times and a partnership developed.

The two parties agreed to work on a commercial highlighting the centre.

The new Victoria Curling Centre commercial is just 15 seconds long but Bill hopes that it will raise awareness.

The first one aired on August 6 and it airs nine more times over the month.

"It was designed more to just get the word out that we are ready for the public to call us to get started," said Bill.

The centre also advertises in print and over the radio, but Bill says there's no substitute for word of mouth.

"Word of mouth is by far the best method of advertising, there's

no doubt in my mind," the centre manager said.

Bill said the centre planned to survey any new curlers that sign up this season to find out how they heard about the facility and to learn why they joined.

He hopes the answers will shed light on where advertising money is best spent in the future.

Summer ice is 'hot and fun' for North Shore curlers

SUMMER curling is really hitting the spot in North Vancouver.

For the first time in club history, the ice has remained in for the summer months at the North Shore Winter Club.

Liz Goldenberg, Director of Curling at the centre, said she wanted to give summer curling a test drive to see if there was a market.

The results have been very positive, with over 120 curlers purchasing a Summer Pass and participating in the leagues and open ice.

Summer Ice is particularly popular with juniors, who are experiencing a more relaxed side to curling in a less structured environment than the winter season.

"It's fun that's what it is," said Liz. "It's hot and it's fun. That is often the component missing with our kids. Many of our young juniors tend to be very intense as they are high achievers. When they curl they transfer that into their game.

"The atmosphere is much more relaxed, there is opportunity to try difficult shots without the stress of having to succeed. This has been a great opportunity for our high performers to enjoy a different type of skill development, enjoy the social part of the game and, just maybe, take home some memories of their first experience with 'Summer Ice'."

Liz said the North Shore Winter Club was able to make the initiative work because of a number of factors. Keeping the ice in meant they didn't have to pay the municipality to dump the melted ice into the sewer. It also means they

won't have to keep both of their compressors running to install the ice in August and there is no cost for paint or water consumption.

Liz expects the summer program will break even this year and will definitely be open for business next spring and summer.

"There's definitely a market for a 12-month operation in the urban areas. The smaller clubs in less populated areas may find their curlers are not interested in a summer curling," she said.

Liz added that curling centres need to adapt to people's fast-paced lifestyles.

"In order to respond to our crazy, technological, fast-moving society, curling centres need to look at segmenting their seasons so the opportunity to curl is year-round.

"Golf clubs have had to change their business model. You can now go and play nine or even four holes at some muni courses. A lot of people don't have time to play a full round of golf.

"It's the same with curling. People don't want to be committed from October to April," she said.

Summer ice is one way to attract people who want to try the sport for a short period of time in a relaxed setting.

"We need to adapt to our market, we need to make sure our product stays in tune with the market."

Liz welcomed curling centre managers who are interested in the idea of opening up their rinks in the summer to contact her for more information.

Email liz@nswc.ca or call 604.985.4135 Ext 270.



Some of the summer curlers at the North Shore Winter Club in North Vancouver

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[Click here](#)

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Community Development Program

[Click here](#)

Juniors to be televised

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(Oliver - 1961), Sandra Plut (Kamloops - 1982), Jodi Sutton-Green (Oliver - 1986), Julie Sutton-Skinner (Oliver/Kelowna - 1987), Mike Wood (Victoria - 1988), Dean Joannis (Esquimalt - 1989) and Brad Kuhn (Kelowna - 2000). Most recently, Dailene Sivertson's Victoria foursome won silver at the 2010 Canadian Junior Women's Curling Championship.

The Coquitlam Curling Center is a six-sheet facility that was rebuilt in 2009. This club has hosted past events such as the 2007 Senior and 2011 Masters regional playdowns.

Host a Sports Day in Canada event

Curling centres across the province are invited to join a national celebration of sport at all levels – and it could lead to your centre being showcased on a CBC Sports broadcast.

[Click here to find out how you can get involved.](#)

Want to support school sport and get discounted BC Lions tickets? [Find out how here.](#)

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Rocks & Rings school program expands

SPORTS enthusiasts from Prince George and Cranbrook are being recruited to work with elementary-school-age children to encourage them to be more active.

SOAR (Sharing Our Activities and Resources) is an initiative developed by Curl BC in conjunction with Tennis BC and British Columbia Golf.

The groups are recruiting individuals to be trained in the delivery of three sports programs.

Anyone who wants to get involved with their community and promote active living is being invited to sign up for the training program being offered. Completion of the training program as well as a criminal record check is a prerequisite to working with SOAR. As training is provided, experience in all three sports is not necessary.

The instructors will run the Capital One Rocks & Rings program, which is a gym-based curling game for 6 to 12-year-olds.

The program, which operates

nationwide, gives kids the chance to try curling in their own school gym using special indoor floor curling equipment.

In addition to the curling program, the SOAR instructors will also run British Columbia Golf's Play-ground to Fairway School Golf Program, which introduces basic golf

skills to school-age children with a focus on fun.

The third program the recruits will run is Tennis BC's Learn & Play program, a fun program aimed at younger children which uses mini racquets and foam balls.

Training in Cranbrook will take place from Sunday, September 16,

to Wednesday, September 19, at Gordon Terrace Elementary School.

Training in Prince George will take place from Sunday, September 30 to Wednesday, October 3 at the Charles Jago Northern Sports Centre and a local elementary school.

Penny Bartel, Participation Manager at Curl BC, said: "The programs run by SOAR are really popular with both teachers and students so becoming an instructor is very rewarding.

"We hope residents will take advantage of this great opportunity."

Participants must register in advance.

Anyone who is interested in becoming an instructor should visit www.britishcolumbiagolf.org to register.

For general inquiries about SOAR or the Capital One Rocks & Rings program, please contact Penny Bartel, Participation Manager at Curl BC at pbartel@curlbc.ca or call 604-333-3620.



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Curl BC Coaches

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Contact information can be found at www.curlbc.ca/contact/

