

2024/25 BC Women's Champions - Team Brown



Curl BC

2024-25

ANNUAL REPORT &

FORECAST

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INTRODUCTION

The 2024/25 season was a successful season for Curl BC, marked by strong growth, record-setting initiatives, and a deepening connection with our curling community. From hosting high-profile championships across the province to elevating engagement through digital platforms and inclusive programming, our efforts reflected Curl BC's commitment to making curling more accessible, vibrant, and impactful.



About Curl BC

Curl BC is the provincial sport governing body responsible for the development, promotion and organization of curling in British Columbia. Curl BC is also responsible for the championship system that declares provincial representation at national events. In cooperation with its membership of 24,000, Curl BC provides service to both competitive and recreational curlers, including a variety of adaptive groups.

Mantra

Our House is Your House.

Vision

Every British Columbian has the opportunity to experience curling.

Mission

Curl BC continuously advances participation, competition and performance in curling as a diverse, active, fun and social sport for life.

END 1

Elevation of Governance and Operational Standards at Member Facilities

Connecting with Our Members

Curl BC continues to provide consistent and meaningful communications with Member Facilities. Through regular Member Facility Updates emails, we supported 87 clubs with reminders about insurance, AGM scheduling, professional development opportunities, membership fees, and shared resources. These updates achieved an average open rate of 67% and a click-through rate of 13%, highlighting strong engagement from the curling community.

Curl BC also hosted two Coffee Chats and one Zone Meeting this season, with 30 different Member Facilities represented. Sessions drew up to 21 participants, providing valuable opportunities for connection, updates, and dialogue between club administrators and Curl BC staff.

Safe Sport

Curl BC processed criminal record checks for over 250 individuals, continuing our commitment to supporting safe and inclusive curling environments. While club-level data on policy adoption or training completions was unavailable, we remain available to assist all member facilities in advancing Safe Sport practices.

Business of Curling

Business development support remained a core offering in 2024-25. Curl BC consultant Jack Bowman delivered 224 hours of one-on-one consulting to 11 clubs and 2 affiliated associations across B.C. These sessions focused on organizational planning, capital improvement strategies, financial management, and governance-related topics.

Planning for the 2025 Business of Curling Symposium, scheduled for June 6-8 in Kelowna, took place throughout the year to support club growth and knowledge sharing. Additional strategic planning sessions are also scheduled for delivery in the coming months, building on this season's work.



Funding Support for Curling in BC

Member Facilities across the province accessed a total of \$810,820 through Community Gaming Grants this season. In addition, Cloverdale Curling Club secured a \$68,170 Capital Gaming Grant to purchase new curling rocks.

Curl BC continued to assist Member Facilities by providing consultations and guidance to support grant applications, helping secure critical funding for facility and program development.

Curling Promotions

Member Facilities promoted events through Curl BC's bonspiel calendar and social media channels, enhancing visibility for local programming. Promotions focused on topics such as volunteer recruitment, awards nominations, and new partnerships. These efforts helped raise awareness and drive interest in curling opportunities across the province.



END 2

Leadership in Curling Education

Coaching

Curl BC trains coaches through the both the Competition Coach stream and the Club Coach Stream. There were 42 coaches trained this year through the Competition Coach Course stream, 51 coaches took the Club Coach Course, and 20 took the Club Coach Youth Course. Coach training opportunities were offered in each Curl BC zone.

67 coaches participated in online training and coach development through the following Curl BC webinars: Triples, Skill Development and Skill Awards, Structuring a Junior Program, and Singles Skills Training.

Ice Technicians

The overall number of ice techs trained this season was 33:

- 25 in the Assistant Ice Technician course (Fort St. John, Wells Gray, and Delta Thistle CC)
- 7 in our annual Club Ice Technician Course (Rossland CC)
- 1 in the Championship Ice Technician Course (Level 3, run by Curling Canada)



Officiating

Officiating Courses took place in Vancouver, Langley, Kelowna, and Oliver. Curl BC is grateful to receive funding from ViaSport to help train officials for the delivery of the 2025 Invictus Games and our BC Championship events. A big thank you to Phil McKenzie, our Provincial Officiating Coordinator, and Henry Wong, Officials Education Coordinator, for this past year's work.

Curl BC trained:

- 16 Ice Player Assistants trained for 2025 Invictus Games and Wheelchair Championships
- 6 officials participated in the Level 3 Mentorship program
- 4 Game Umpires refreshed and renewed their skills
- 6 Game Umpires took advantage of the Online training for Game Umpires.
- 54 Time Clock Operators were trained throughout BC.

As part of the 2025 Invictus Games legacy equipment program for officials, Curl BC replaced some of the outdated officiating equipment. This included iPads for measurement calculations, Curl Distance, transmitters for timing equipment, and new walkie-talkies and headsets.

END 3

Greater Engagement Through Brand-Based Communications

The Curling Connection

The Curling Connection, our monthly e-newsletter, connects curlers across British Columbia and keeps them up-to-date about the latest happenings in our sport. New measures have been made to encourage subscriptions, including promotions on social media and curlbc.ca homepage. Efforts have also been made to direct the attention and measurement towards the genuine subscribers, and eliminating “fake” subscribers due to “bots” activities.

Engagement with the newsletter content has seen a significant increase. The average click rate has significantly increased from 5% in the 2023/24 season to 6.5% in 2024/25. New measures have been employed to make the content more engaging, including clearer layouts, more graphics and photos, and special occasion animations. Also, in order to streamline the content of The Curling Connection, new e-newsletters have been launched for specific target audience, including the Competition Connection and Member Services Updates.



Website

Curl BC's website has gone through changes in its content to make it more user-friendly, including the better use of the head banner on the homepage, full utilization of buttons at the top of webpages and improved events calendar. Compared to last season, we saw a 7% growth of number of engaged sessions (83,074 to 88,945), which reflects the quality of the website content. The current website has various issues and glitches. We have started the process of reviewing our website and working on a revamped website with our contractor. We aim to launch the revamped website before the start of next season.

Social Media

Instagram followers of @curlbc grew from 2100 to 2312, a 10% growth from 2023/24. Total post impressions grew 58% (294k to 466k). In order to celebrate the curlers, we made efforts to take more professional photos at our events, and the posts that utilize these photos generate greater engagement and impressions.

Curl BC's Facebook page followers grew from 4535 to 4678, a 3% growth. The average engagement rate grew by 35%, indicating that the content quality and interest has increased significantly.

Livestreams & Broadcasts

Total views on the CurlBCTV YouTube channel dropped from 185k to 103k this season. There are a number of reasons. One explanation is that some of the BC Championships were livestreamed on other channels. The majority of the viewers watched the BC Men's & Women's Championships on the Curling Zone channel (78k views). Also, the BC Seniors Championships were livestreamed on Abbotsford Curling Club's channel (8k views). These lowered our viewership but helped gain exposure outside of our regular audience. Also, limitations of livestream capabilities at various clubs have contributed to the difference in production quality, which in turn affect the viewership numbers.

CHEK TV and CBC's online platforms continued to broadcast the BC Men's & Women's Championships this season with a steady viewership number compared to last season. These broadcasts of the Semi-Finals and Finals saw a total of 249k viewers across Canada.



END 4

Growth in Diverse and Inclusive Try-Learn-Play Programs with Member Facilities Throughout BC

Camps

This past season, 146 athletes participated in camps. The Rockslide Summer Camp which had 80 participants and the RockFest West (run in conjunction with Curling Canada) which had 66 Curl BC youth participating. The Rockslide summer camp has seen a 21% growth compared to the previous season. The RockFest West event during the Kelowna Montana's Brier allowed participants to meet athletes from other provinces, develop skills with Brier Athletes, play on the Brier ice, and attend a game together.

Youth Programming

26 Member Facilities participated in either our BC Skills Awards Program/ Youth Development Program, the U12 Blizzard program, the U15 Passion Curling Program, or the U9 Fundamentals Program.

In our BC Skills Awards program, we had a total of 575 badges ordered as follows:

	No. of Clubs	Purple	Red	Blue	Bronze	Silver	Gold	Badges Total
BC Skills Awards + Youth Development Program	23	200	172	74	62	43	24	575

Youth Events

Through the Hit Draw Tap Program and the Singles Skills Program (RockFest Qualifiers), there were 132 U15 athletes who participated in the program at 8 participating Member Facilities. Curl BC ran the provincial Hit Draw Tap Championships in Kelowna which 15 athletes qualified for.

Adult Development

Curl BC supports and promotes various adult private camps throughout B.C. This year the camps offered were through Four Foot Curling, The Academy of Curling and Kevin Martin Camp.

In addition, Curl BC piloted partnering with the Victoria Curling Club to run an Adult Camp over the winter holidays, which had 47 participants. In this model, Curl BC supports curriculum development, coach recruitment, and promotion, which are resources that can be used by other facilities moving forward.

Adaptive Programming

Curl BC continued to strengthen its support for inclusive curling experiences. Two Breaking Barriers events and an adaptive-specific webinar were delivered to help coaches and volunteers create accessible programs across a variety of communities.

In November, a Breaking Barriers session was hosted at Marpole Curling Club in Vancouver. The training welcomed 24 participants and focused on accessibility planning, on-ice coaching techniques, and fostering inclusive environments. The event was supported by viaSport and included interpreters and discounted registration to increase access.

A second training event at Terrace Curling Club brought together 12 coaches and volunteers from the Northwest region to explore inclusive coaching strategies for wheelchair users, blind and visually impaired curlers, and individuals who are deaf or hard of hearing.

Curl BC also provided ongoing guidance to clubs and community organizations, including CNIB and BC Wheelchair Sports, and continued its outreach work through Adaptive Curling Experience (ACE) sessions and regional connections. While detailed adaptive participation tracking is still in development, interest in inclusive programming continues to grow across the province.

The Invictus Games

The Invictus Games Vancouver Whistler 2025 was more than a competition — it was about creating a lasting impact. Over the course of nine inspiring days, 534 competitors — wounded, injured, and sick service members and Veterans from 23 nations — showcased their strength, determination, and camaraderie through adaptive sports, including winter sports for the first time in Invictus Games history, Wheelchair Curling being one of them.

- 96 rocks used during the games
- 122 ends played in 40 games
- 1,464 rocks thrown
- 30 Custom sticks
- 96 Competitors

Legacy equipment from the Invictus Games for future use for Curl BC and Member Facilities included 27 wheelchair curling sticks, 10 carbon fibre lightweight wheelchair curling sticks, 20 chair-mounted stick holders, and 10 wheelchairs.

Youth & Special Olympics Participation

This season saw:

- 963 U13 curlers participating at clubs across the province
- 323 curlers registered through Special Olympics programming

These figures reflect the continued strength of grassroots and inclusive curling programs across BC.

Girls Rock

The Girls Rock program reached more communities this season, offering a positive and empowering introduction to curling for young girls. Sessions were delivered at:

- Prince George CC (32 participants)
- Kamloops CC (31 participants)
- Grand Forks CC (12 participants)
- Golden Ears WC (41 participants)

Led by female instructors and mentors, Girls Rock continues to inspire new participants while supporting inclusive and welcoming programming.

Women in Curling

The Women in Curling Summit, held in September 2024 at the Port Moody Curling Club, brought together over 30 participants—including wheelchair curlers—for a day of learning, connection, and inspiration. With the theme “Teamwork Makes the Dream Work,” the event featured nine dynamic speakers and facilitators who led a range of seminars, workshops, and on-ice activations designed to empower and elevate women in the sport.



END 5

Professionally-Run, Inclusive Competitions

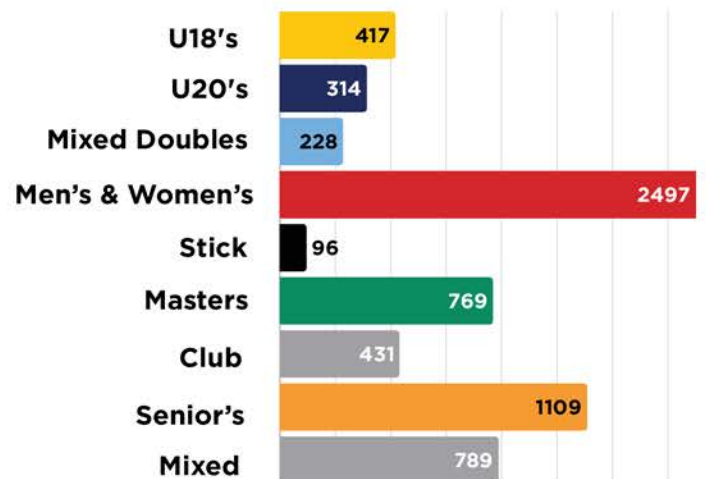
Celebrating Our Host Clubs

This season, Curl BC had the pleasure of partnering with 11 host clubs within zones 1, 2, 3, 4 & 5 to host 2 Qualifying events and 18 Championships. These events can't happen without the support of host clubs, their volunteers and community support. This season alone required more than 6,500 volunteer hours. Thank you to the dedicated host committees, club volunteers and officials who partnered with us. So many wonderful memories were created during this season.

Individual Volunteers



Volunteer Hours



Enhanced Hosting Support

Understanding the significance of the partnership between Curl BC and the host clubs, staff have made many significant changes to the hosting requirements and support provided to clubs. These changes have helped increase the quality of our Championships. Sponsorship packages were created for use by host committees to generate local sponsorship. A Google Drive has been created where information is saved and shared. The goal is to provide each host committee with easy access to information and guidance from previous seasons and committees. Curl BC has enhanced their role assisting with volunteer and officiating assignments.

Competition Participation

A key focus of Curl BC is to grow the number of participants in our Youth and Curl for Life categories. The number of competitors participating in the U18 & U20 categories increased by more than 16%. The Curl for Life category includes Stick, Mixed, Seniors, Masters and Club. Participation in this category saw a 53% growth from 2024. This season, over 700 athletes representing more than 45 Member Facilities, competed to become the best of BC.

Stronger Competition Tools

New tools have been introduced this season to promote curling opportunities within BC. In July we introduced our new branding for each BC Championship. Unique crests and colourways were used on posters, social media graphics to bring awareness to the events. This branding will continue to be used in the long run so that each Championship can keep their identities consistent. The new Competition Connection was launched to enhance Curl BC's direct engagement with competitors throughout the province. At the Men's & Women's Championships in Langley, a WhatsApp channel was created to facilitate Curl BC to player communications.



2024-25 BC CHAMPIONS



WOMEN'S - TEAM BROWN

Skip: Corryn Brown
Third: Erin Pincott
Second: Sarah Koltun
Lead: Samantha Fisher
Coach: Jim Cotter



MEN'S - TEAM de JONG

Skip: Cameron de Jong
Third: Alex Horvath
Second: Corey Chester
Lead: Brayden Carpenter
Alternate: Paul Cseke



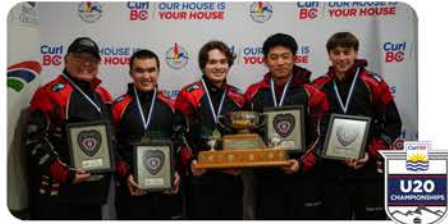
MIXED DOUBLES - JACKSON/McCRADY

CJ Jackson
Matthew McCrady



U20 WOMEN'S - TEAM HAFELI

Skip: Holly Hafeli
Third: Jorja Kopytko
Second: Gabby Brissette
Lead: Natalie Hafeli
Coach: Monica Makar



U20 MEN'S - TEAM HRYNEW

Skip: Harrison Hrynew
Third: Wesley Wu
Second: Taj McKenzie
Lead: Isaac Lauzon
Coach: Ken Krause



MIXED - TEAM CRAIG

Skip: Miles Craig
Third: Steph Jackson-Baier
Second: Chris Baier
Lead: Carley Sandwith-Craig



U18 GIRLS' - TEAM ARNDT

Skip: Ava Arndt
Third: Bethany Evans
Second: Ivy Jensen
Lead: Alicia Evans
Coach: David Arndt



U18 BOYS' - TEAM JAEGER

Skip: Owen Jaeger
Third: Spencer Rempel
Second: Noah Wielgosz
Lead: Brenden Hruschak
Coach: Tyler Jaeger



WHEELCHAIR - TEAM AUSTGARDEN

Skip: Gerry Austgarden
Third: Ina Forrest
Second: Rick Robinson
Lead: Glen McDonald
Coach: Sharon Morrison

2024-25 BC CHAMPIONS



SENIORS WOMEN'S - TEAM COWAN

Skip: Shiella Cowan
Third: Jody Maskiewich
Second: Victoria Murphy
Lead: Sandra Comadina
Coach: Georgina Wheatcroft



SENIORS MEN'S - TEAM DANGERFIELD

Skip: Neil Dangerfield
Third: Mike Wood
Second: Darren Boden
Lead: Glen Allen
Alternate: Andy Jarzebiak



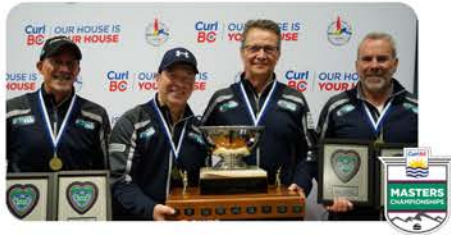
STICK OPEN - FOWLER/HEINRICHS

Bill Fowler
Wayne Heinrichs



MASTERS WOMEN'S - TEAM ATCHISON

Skip: Cory Atchison
Third: Danielle Shaughnessy
Second: Marilou Richter
Lead: Dawn Everest



MASTERS MEN'S - TEAM O'DRISCOLL

Skip: Frank O'Driscoll
Third: Lyle Sieg
Second: Doug O'Byrne
Lead: Brett Kury



STICK WOMEN'S - BURTON/SAUL-FOWLER

Louise Burton
Kathy Saul-Fowler



CLUB WOMEN'S - TEAM SANDWITH-CRAIG

Skip: Carley Sandwith-Craig
Third: Marika Van Osch
Second: Kesa Woodward
Lead: Megan Montgomery
Alternate: Kalia MacKenzie



CLUB MEN'S - TEAM YOUNG

Skip: Mitch Young
Third: Steve Tersmette
Second: Matthew Reynolds
Lead: Kevin Hoglund
Alternate: Blair Jarvis

END 6

Excellence in High Performance

The Curl BC High Performance (HP) Program experienced significant growth during the 2024/25 season, marked by the successful introduction of several key initiatives, including enhanced HP Resources, a Mentor Coach Program, and Regional Training Centres. There was also an increased emphasis on youth development and talent identification. This was evident by the increase in U18 athletes from 12 to 26 CSI Pacific carded athletes.

These additions played a vital role in the continued development and success of our HP athletes. Notable achievements from the season include:

- **Team Reese-Hansen/Chester** - Competed at the Canadian Mixed Doubles Curling Trials
- **Team Reese-Hansen** - Victory at the U25 Next Gen Invitational, earning a spot in the Curling Canada Next Gen Program, and silver medal at the Best of the West Championship
- **Team Brown** - Playoff appearance at the Scotties Tournament of Hearts and qualification for the Canadian Olympic Trials
- **Team MacMillan** - Qualified for the Canadian Olympic Pre-Trials
- **Team Hafeli** - Captured a USPORT Silver Medal and a Canadian U20 Bronze Medal
- **Team Bowles** - Won the CCAA Gold Medal
- **Team Arndt** - Achieved a Top 4 finish at the U18 National Championship
- **Spencer Rempel & Ella Walker** - Medaled at U15-RockFest West

High Performance Resources

The 2024/25 season marked a significant step forward for the Curl BC HP Program with the introduction of enhanced resources, coaching opportunities, and training plans for athletes. Key initiatives included:

- The implementation of technical delivery assessments to support athlete development
- Support in building Yearly Training Plans (YTPs) and conducting a gap analysis
- Comprehensive on-ice and off-ice support for individuals, teams, and coaches
- A series of webinars covering a wide range of topics, including technical skills, sweeping, fitness and nutrition, and strategy and tactics
- Access to mental performance resources, including the Total Athlete Program led by Emily Riley

These additions contribute meaningfully to athlete growth and performance across all levels of the program.

Looking ahead to the 2025/26 season, the HP Program will continue to build on this momentum with a focus on enhanced athlete tracking and monitoring. Additionally, a new partnership with CSI Pacific will provide athletes with improved strength and conditioning resources, further supporting their development and competitive readiness.

Coach Development and Recruitment

The 2024/25 season introduced the Mentor Coach Program to support athlete planning, skill development, and personal growth. The program met several coaching benchmarks, including the recruitment of eight high-performance coaches, many of whom are current or former elite athletes, ensuring relevant guidance for participants.

To foster coach development across the province, team coaches of program athletes had access to Curl BC and select Curling Canada webinars, as well as mentorship from the mentor coaches.

Planning for the 2025/26 season is underway, with the HP team set to expand coach development efforts. Alongside the Mentor Coach Program, a new High Performance Coach Development Program will work to bridge the gap between club and elite competitive coaches through mentorship, workshops, and training resources. The HP program also aims to offer subsidies to help athletes pursue NCCP Competition Coach and Competition Development certification.

While Curl BC HP has not yet focused extensively on wheelchair-specific coach development, the organization recognizes this as a priority moving forward. Plans are underway to explore opportunities to increase the number of HP coaches trained in wheelchair curling. This marks an important step in Curl BC's commitment to inclusive athlete support and comprehensive coach development.

Additionally, Curl BC's HP team has been selected to take part in the Coaching Association of Canada's Women and Gender Equity Project, helping foster education and practical experience through mentor-mentee opportunities. Participation in this initiative also ensures that the HP team continues to learn, grow, and evolve in its coaching practices, promoting more inclusive and effective approaches.

Regional Training Centres (RTCs)

In the 2024/25 season, the Curl BC HP Program partnered with the Victoria Curling Club, Golden Ears Winter Club, and Kamloops Curling Club to establish three RTCs across British Columbia. Each RTC was equipped with advanced tools to support athlete development, including:

- Video analysis equipment for detailed technical assessments
- A smart broom for enhanced sweeping feedback
- Rock Hawks to support technical delivery monitoring
- Prepared training ice tailored for high-performance practices

These centres played a vital role in creating accessible, high-quality training environments for athletes across the province.

Looking ahead to the 2025/26 season, Curl BC will continue to collaborate with the RTCs to expand opportunities for athletes through additional training camps, further strengthening the pathway for high performance success.

END 7

Sustainability Through Effective Revenue Generation & Good Corporate Governance

Government

Core provincial funding of \$256,087 was static this past year as it has been for many years. Curl BC continued to partner with Sport BC and the other Provincial Sport Organizations (PSOs) to request additional base funding for the BC sport system over the next 3 years, but to no avail so far. Other funding provided by the Provincial Government included:

- Community Gaming grants - \$178,000
- BC Fairs, Festivals & Events - \$15,000
- Hosting BC - \$5,500
- viaSport grants - \$36,850

Total Provincial funding - \$497,087

At the Federal level, Curl BC accessed the following grants:

- CC high performance grant - \$12,000
- Coaching Association of Canada - \$4,110
- Invictus Games adaptive program funding - \$3,500
- CC Youth programs - \$5,450

Total Federal funding - \$25,060

Philanthropic

Curl BC initiated the online and in-venue monthly 50/50 raffle at the end of 2022/23 season to benefit its member facilities.

Here are some of the highlights of the third year of Curl BC's very successful online and in-venue 50/50 raffle:

- A total of \$214,250 worth of tickets were sold of which 50% went to 6 lucky winners, 40% to the beneficiary curling association selected by the purchaser and 10% to cover the costs of the raffle.
- Total sales surpassed \$1 million since the 50/50 was launched 3 years ago.
- 83 Member Facilities and 4 Affiliated Associations were designated as beneficiaries
- 22 of these organizations utilized portable sales units to help increase tickets in their venues
- The total sales benefitting members and affiliates was \$196,420 of which they received \$78,568

With the 2025 Brier held in Kelowna, Curl BC organized the Brier 50/50, which grossed \$328,750 in sales and netted \$114,200 for the Kelowna Curling Club and \$20,150 for Curl BC. Curl BC would like to thank Board members Earlene Graham and her husband Greg Graham, Brenda M'Clellan, Brenda Sims, Penny Shantz, Pauline Piller and Dwayne Uyede who both managed the project and sold a lot of the tickets along with Kelowna CC's 50/50 volunteers.

Curl BC assisted several more clubs to establish their own BC Amateur Sport Fund (BCASF) project to raise funds in exchange for tax receipts. \$225,000 was raised through 17 projects. Two BC teams qualifying for Canadian Championships took advantage of the BCASF to raise funds for their travel costs.



The Curling for Life Endowment Fund, held by the Vancouver Foundation, has received a total of \$56,810 in donations over the past 14 years and the value of the fund is now \$72,970. Curl BC receives a 5% contribution from the fund each year to benefit curling in the province.

Corporate Sponsorships

Great to see so many long-time supporters of curling stay with the sport and some new partners join us as well:

- Best Western (since 2003)
- belairdirect Insurance (since 2007)
- AMJ Campbell (since 2013)
- Guspro - Ice King (since 2016)
- Runback (since 2016)
- CBC.ca (since 2018)
- Great Western Brewing - Original 16 (since 2019)
- CHEK TV (since 2019)
- Safetek Profire (since 2023)
- Johnson Travel Insurance (since 2023)
- Digital Direct Printing (since 2024)
- Township of Langley (2025)
- Sherry Media Group (2025)
- Radio - 93.7 FM JR Country (2025)
- Langley Advance (2025)
- Horse & Ryder Lodge (2025)
- Local 258 Of The International Brotherhood Of Electrical Workers (2025)
- Air Vac Services (2025)
- P.D. McLaren Limited (2025)
- Nucor Rebar Fabrication (2025)
- VIP Soap Products (2025)
- MacFarlane Insurance (2025)
- Physiostation & Sports Injury Clinic (2025)

Total sponsorship contributions were \$193,600 this past year of which \$101,000 was cash.

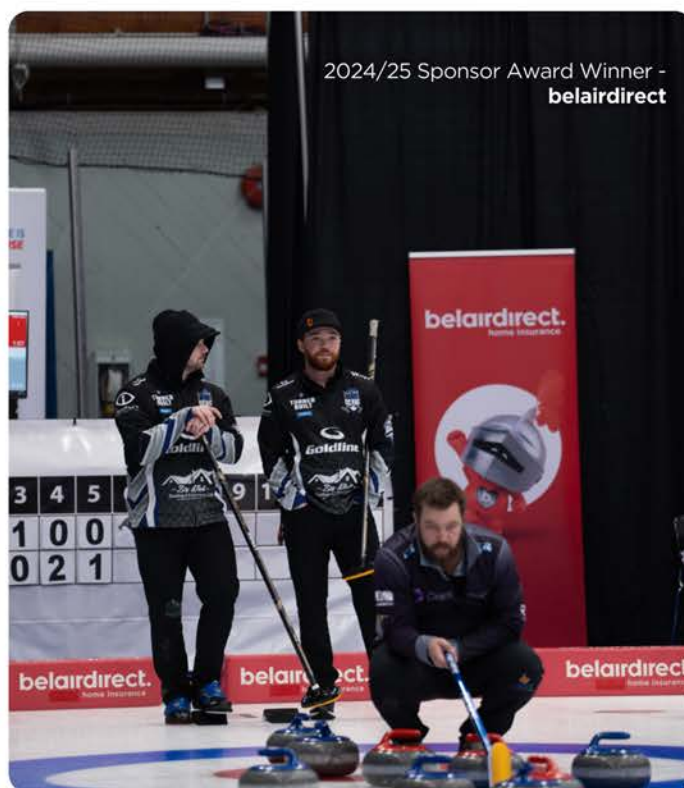
Governance

During the 2024-25 season, Curl BC was very fortunate to have Lyle Sieg step up as Chair, and welcome Penny Shantz, Dwayne Uyede, Pauline Piller and Drew Carmichael to the Board of Governors.

During the year, the board tackled the important task of continuing to update the organization's policy registry, a comprehensive document covering everything from board governance to operations to Safe Sport procedures.

Through hard work and an attention to detail, the board's policy registry provides sample policies for member facilities to adopt and, along with the Constitution & By-Laws, provides the foundation for the implementation of Vision 2026, Curl BC's strategic plan.

We thank the chair and all the board members for their work in the past year.



END 8

Growth Through Strategic Partnerships & New Infrastructure

Curl BC, in concert with local clubs, continued to enhance relationships with Municipal Councils and Parks & Recreation Departments.

As mentioned above, Curl BC has worked closely with other Provincial Sport Organizations and Sport BC to promote additional funding of the sport system. Curl BC's CEO serves on Sport BC's Advocacy Committee, viaSport's Sport Volunteerism Committee, Curling Canada Operations Council's Sport Safety working group and SportMedBC's Board of Directors.



END 9

Heightened Profile Through Community Representation & Recognition

It's been an exciting season, with so many curlers, coaches, officials, and volunteers worthy of recognition for their efforts. A more proactive social media campaign was launched to encourage nominations for the Curl BC Annual Awards, celebrate winners of scholarships and external awards:

- Facebook: Reach 14,728, Interactions 527
- Instagram: Views 12,611, Interactions 392

Curl BC Awards

The social media push led to an increase in Curl BC Awards nominations. This year's total number of nominations increased to 44, from 36 last season.

Scholarships & Bursaries

The Gordon Hooey Memorial Scholarship was awarded to Bethany Evans of the Kamloops Curling Club, and the scholarship underwritten by the Pacific Coast Masters Curling Association was awarded to Ashley Fenton of the Port Moody Curling Club and Royal City Curling Club.

External Recognitions

- Game Umpire Brenda Chinn was awarded STC Sport Tourism Volunteer of the Year, presented by Explore Edmonton, at the 2025 Sport Tourism Canada's PRESTIGE Awards
- Neil Campbell, Curl BC's Past Chair, received Sport BC's Presidents' Award
- Jock Tyre, Manager of Kelowna Curling Club, received the Ray Kingsmith Award from Curling Canada
- Megan Rempel was one of only 7 Okanagan athletes recognized for Athletic Excellence at the 2025 Community Sport Hero Awards, hosted by Pacific Sport and the City of Kelowna
- Vonda Hofferd, a long-time curling official from Prince George, B.C., received Sport BC's 2024 Community Sport Hero Award

BC Curling Hall of Fame

Preparation for the BC Curling Hall of Fame was initiated this past season. The Hall will be officially launched during the Business of Curling Symposium on June 7.

2024-25 CURL BC ANNUAL AWARDS



ANITA COCHRANE
COACH OF THE YEAR -
**VICTOR SANTOS &
TYLER JAEGER**



TEAM OF THE YEAR -
TEAM BROWN

Skip: Corryn Brown
Third: Erin Pincott
Second: Sarah Koltun
Lead: Samantha Fisher
Coach: Jim Cotter



WALLY M'LOT
OFFICIAL
OF THE YEAR -
BRENDA CHINN



CURLING CENTRE
VOLUNTEER
OF THE YEAR -
**MYRON NICHOL,
CASTLEGAR AND DISTRICT
CURLING CLUB**



RON HOUSTON
ADMINISTRATOR
OF THE YEAR -
**JOCK TYRE,
KELOWNA
CURLING CLUB**



CURLING CENTRE
OF THE YEAR -
**GOLDEN EARS
WINTER CLUB**

2024-25 CURL BC ANNUAL AWARDS



JANETTE ROBBINS
BUILDER AWARD -
AL KERSEY



ELSIE MCKENZIE
YOUTH & JUNIOR
CURLING PROGRAM
VOLUNTEER AWARD -
MICHELLE HUNT



PAT KENNEDY
LONG SERVICE
VOLUNTEER AWARD -
BRENDA M'CLELLAN



JUDIE ROBERTS
FRIENDSHIP AWARD -
GERRY RICHARD

belairdirect.

SPONSOR
OF THE YEAR -
belairdirect

2024-25 CURL BC ANNUAL AWARDS



LIFE MEMBER -
NEIL CAMPBELL



LIFE MEMBER -
KEITH SWITZER



OUTSTANDING
ACHIEVEMENT IN
MAJOR EVENT HOSTING -
**VANCOUVER
CURLING CLUB**
INVICTUS GAMES 2025



OUTSTANDING
ACHIEVEMENT IN
MAJOR EVENT HOSTING -
**KELOWNA
CURLING CLUB**
2025 MONTANA'S BRIER

THANK YOU MESSAGES

We appreciate all the kind messages!

The event overall was fantastic. The host club did an excellent job with the venue and the ice, and Curl BC ran a tight program. The host town was friendly and inviting. - U18 Championships Competitor

Curl BC did an outstanding job with the draw boards. Having the big printouts of the draws were very helpful. - U20 Championships Competitor

Venue was wonderful, very welcoming staff and volunteers. - Open Qualifiers Competitor

The information was well communicated to the athletes prior to and during the event. Thank you. - Men's & Women's Championships Competitor

So good! All of the organizers, officials and volunteers were so welcoming. It was super fun to have an event outside of the lower mainland as well for some new experiences. - U18 Championships Competitor

This was great. Better than it's ever been and continues to get better. Well done. - Men's & Women's Championships Competitor

The officials were friendly, professional and very helpful with whatever we needed. They also allowed us new learning experiences when they could. - U18 Championships Competitor

The venue was amazing. Please continue to have this event in an arena, it's the utmost best experience as an athlete. - Men's & Women's Championships Competitor

I thought the event was great. Staff/volunteers at the event were all warm, welcoming, focused and trying to keep things running smoothly. It was really a well-run event. - Mixed Doubles Championship Competitor

I have friends and family that really valued the fact that games are streamed. Please keep that up. - Men's & Women's Championships Competitor

THANK YOU MESSAGES

We appreciate all the kind messages!

Curling stadium was amazing and would recommend continuing this in the future. It made provincials more accessible to those who were unable to attend in the arena.

- Men's & Women's Championships Competitor

Thank you for always taking the time to include Nate. You have no idea what a huge impact you have made in his life or how much we truly appreciate you. - Rockslide Camp Participant

Great place for a smaller event. It felt like a community event with the volunteer participation from the town of Barriere.

- Stick Championships Competitor

I have zero complaints! I really enjoyed walking in at the end of the day and hearing all the campers full of excitement, you guys did an amazing job! Thank you - Rockslide Camp Participant

Everything was great. Lots of friendly curlers, awesome volunteers and officials. - Masters Championships Competitor

I think the whole program was well put together, my son had an amazing time and is excited for next year. - Rockslide Camp Participant

Thank you so much. I appreciate you looking into this for us! Thanks for all that you do for our curling world! :) - Chetwynd Curling Club

The kids loved getting to know the coaches and hear about their successes. It was inspiring. - Rockslide Camp Participant

Don't change a thing. It was great last year. Thank you for everything you do! - Rockslide Camp Participant

A thank you to yourself and all the staff at Curl BC for doing the job of perpetuating a great community sport, and giving the OCC a chance to host the Mixed Championships. - Oliver Curling Club

Everyone had a great time! Participants found the information very valuable. Thank you again for helping us put this course on. - Terrace Curling Club



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THANK YOU
for the wonderful 2024/25 season!

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