

# CURLING CLUB OF THE YEAR 2023

## WILLIAMS LAKE CURLING CLUB

- ✓ **Accessibility initiative:** Strategic priority to be totally accessible to everyone in the community, for both curling and non-curling events. Extensive grant seeking/writing, and recognition from City Council.
- ✓ **Engage local community:** Curling Day in BC, drop-in events, Ladies fun nights, youth programs, bonspiels, charity fundraisers, hosting curling parties, center for forestry and mining training, Fall Fair venue.
- ✓ **Modelled best practises safety protocols:** Use of helmets for youth and adults, especially all beginners. Grippers available for everyone's use. Intentional teaching of skills for beginner curlers of all ages. Aligned practises with Curl BC's and Curling Canada's return to curling policies.
- ✓ **Use of Curling I/O:** Online and flexible registration reduces barriers for individuals to find and register for their preferred program or activity.
- ✓ **Bonspiel Fundraising:** Included fundraising for local charities as part of their bonspiels, raising over \$7000 for others.
- ✓ **High Profile Curler:** Having Brendan Botcher at the club to enhance member experience and generate fundraising for charity.
- ✓ **Strong Online Presence:** Through social media and webpage, the sharing of stories, activities, members/volunteers, projects, and passion throughout the season is a constant reminder of what this community club has to offer. Engaging with the local print and radio media is to be commended.
- ✓ **Ongoing Engagement with CurlBC:** Using CurlBC resources and best practises guidelines. Seeking information on how the organization can continue to grow and develop business strategies.
- ✓ **Youth Development:** The use of the BC Skills Development Program for teaching junior curlers. Engaging schools with curling lessons/games. Providing pathways for youth curlers to reach their full potential through regular and doubles league play, and encouraging participation in the BC Winter games for junior curlers.