

February 7, 2014

xx759(R) 55/8

Dear

By the time this letter reaches you, I'll be in Sochi, Russia, curling for Team Canada. My teammates and I will be giving it everything we've got in hopes of bringing home the gold for Canada.



Brad Jacobs,  
Team Canada Skip

I'm writing because I understand you love curling, too — and you get what curling can do for people and their communities.

My love of curling started in my childhood. I grew up in Sault Ste. Marie, Ontario, where my whole family curled. The Soo Curlers Association was like a second home for me. I hung out there. I found my role models there. And I felt the sport of curling test every fibre of my being, teaching me the value of never giving up.

Curling is part of the fabric of Canadian life – from small towns to big cities. You've probably noticed how it brings people together ... kids, adults, grandparents, entire communities.

**Yet in some communities, curling clubs are struggling to survive and face the very real risk of shutting down. That's exactly what happened in Wynyard, Saskatchewan – a town that lost its curling club for six long years.**

The story of its rebirth and what a gift it was for the community is truly inspiring. And the Canadian Curling Association (CCA) and curling enthusiasts like you are a vital part of that story.

**I'd like to ask you to show your love of curling by joining the CCA's family of donors with a gift of \$25, \$35, \$50 or more to the *For the Love of Curling* program. This is your chance to help more curling clubs get back on strong footing so they can thrive. So they can bring their communities together, united in the joy of our spectacular sport.**

Right now, early in the year, is the best time you can make a difference as CCA initiatives get underway across the country. Much of what can happen this year depends on you ...

*Over please...*

### **Help grass roots curling clubs ...**

The CCA, the sole national governing body of curling in Canada, is here for you and me, working to see curling grow and take even deeper roots across Canada – across all generations.

With that goal in mind, last year the CCA gave out \$255,000 in 26 grants to help local curling clubs and associations.

That's a tremendous boost for communities, but here's the flipside:

It wasn't enough.

The CCA actually received applications for almost \$1 million in funding needs. They simply had to turn down some clubs that needed help to grow and become sustainable.

### **You can change that.**

The CCA wants to say "Yes!" to more communities so they don't lose their clubs like Wynyard did. Through its Curling Assistance Program (CAP), the CCA can help clubs grow and update aging facilities.

They just need your help. Any amount you can manage would go so far.

And it's important for you to know that your gift won't be used for the general operating expenses of the CCA. **Donations will only support the programs that develop and grow curling in Canada, like CAP.**

In Wynyard, when the curling club's ice plant broke down, the small community of 1,700 just wasn't able to cover the cost of needed repairs and updates. The club was closed and left in a state of disrepair for years.

I'll bet you can imagine the negative impact that must have had on the town.

Thankfully, everything changed for Wynyard with funding that allowed them to get the rink running again, including \$17,700 from the CCA.

Now curling has come back to Wynyard – with more success than anyone could ever have imagined.

Today the revamped curling club is a thriving part of the town.

The sheets are full many nights of the week thanks to recreation leagues and free curling nights.

The Wynyard Elementary School benefits from an after-school program for curling as well as participation through its physical education curriculum. And Wynyard Composite High School makes the most of the club with its own curling program.

In Wynyard, more and more people are giving curling a try. I know they'll fall in love with the sport, and curling will keep growing in Wynyard.

**Your gift today can help develop the next generation of curlers.**

You and I know we need to invest in the future of curling. That means kids and young adults – the future curling athletes and ambassadors.

Scholarships are one of the best ways to help young, high-achieving curlers continue to curl while getting their university or college education.

It can be tough to keep up with the cost of post-secondary education *and* allow for the time and expense of continuing to excel in curling. Scholarships can go a long way toward helping young athletes achieve their dreams.

But the love of curling can start at an even younger age. The CCA is also working to attract kids away from their screens and devices and onto the ice through programs like "Rocks & Rings".

That program has been a tremendous success. Last year over 180,000 kids got to experience curling in this program and there are thousands more kids waiting try it ... exactly why your help is so important.

**Let's keep Canada on the podium at international events!**

The CCA has supported athletes like me on our journey all the way up to Sochi, where we'll be aiming for the gold.

The CCA has helped me and others have access to the best coaches and the best curling ice in the world, and they help cover the costs to be in Russia to represent Canada to the world.

In fact, they've helped me in so many ways on my path to high performance curling.

It's nice having someone in your corner like that. It makes competing possible, at the recreational level all the way up to the elite level.

**So I hope I can count on you to join me in supporting an organization 80-years strong in building passion for the sport and helping Canadian curlers and clubs be all they can be.**

With your donation to the *For the Love of Curling* program, you'll hear back from the CCA twice a year in a newsletter updating you about the amazing ways your gift has made a difference.

I hope you'll be filled with pride when you read about the impact you're making.

I know I'll be filled with pride at the Games. I'll never forget the incredible opportunity to be there. And I'll never forget that the CCA and people like you helped me get there.

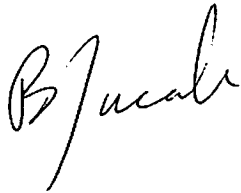
**For the love of curling ...**

Thank you for sharing a passion for curling with me. That's a passion the CCA shares with us too. We all want the same thing ... to grow a sport that is nothing short of amazing.

Let's do it together, *for the love of curling.*

Keep curling in the hearts of Canadians with your generous donation. Thank you!

Sincerely,

A handwritten signature in black ink that reads "Brad Jacobs". The signature is written in a cursive, flowing style.

Brad Jacobs  
Team Canada Skip

**P.S. This February, while I'm at the Games, make a real difference and help curling in Canada survive and thrive. You'll receive a full tax receipt for your donation, whether you give once or choose the even more powerful option of becoming a monthly donor to support curling year round. And remember, donations are only used to help grow curling in Canada.**

**P.P.S. With a gift over \$75 you'll receive a special commemorative pin to mark your impact on a deeply loved Canadian sport. Please give today, *for the love of curling!***