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August 15, 2024

Mayor G. Achione & Members of City Council
Dan Locke, Director of Public Works
500 Dundas Street
P.O. Box 1539
Woodstock, Ontario
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Woodstock City Council:

The Woodstock Curling Centre has, for the past seven years, run a successful advertising campaign to draw attention to the Centre and its Learn 2 Curl programs through the use of lawn signs distributed around the City. We are formally requesting permission to continue this practice and to seek permission to also place the lawn signs on City boulevards, parkland, and trail entrances. The campaign would run for two weeks, commencing on or about September 20, 2024.

Our Learn 2 Curl campaign began with 24 participants in its inaugural year and has since grown to nearly 100 annual participants. This level of growth could not have been achieved without the Lawn Sign campaign; many of the participants have indicated that this campaign is what drew them to the Centre.

The vision of our not-for-profit group is to provide a hub for recreational curling and non-curling social activities to Woodstock and area residents of all ages. We provide an avenue for citizens to lead a healthy lifestyle, both physically and mentally. Our programs cater to competitive curlers, recreational curlers as well as to our youth. We also cater to local businesses, providing team building opportunities as well as investing in our community via promotions, catering services and renovations.

Our City has experienced significant diversity in its growth of Black, Indigenous and Person of Colour (BIPOC) citizens as well as new Canadians setting up residence. We seek to reach out to the BIPOC community to participate in the sport and enhance inclusivity amongst Woodstonians. We feel that success in this initiative further encourages families to eventually call Woodstock home.

On behalf of the Woodstock Curling Centre, I thank you for considering our request.

Sincerely,

Carlos Gregorio
Community Outreach and L2C Coordinator
Woodstock Curling Centre