



114 Beale Street  
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June 26, 2023

Mayor J. Acchione & Members of City Council  
500 Dundas Street  
P.O. Box 1539  
Woodstock, Ontario  
N4S 0A7

Woodstock City Council:

The Woodstock Curling Centre has, for the past four 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 August 27, 2023.

Our Learn 2 Curl campaign began with 24 participants in its inaugural year and has since grown to nearly 100 annual participants pre-Covid. 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. This season we celebrate our 75th anniversary at the Beale Street facility.

Our City has also experienced significant diversity in its growth of Black, Indigenous and Person of Colour (BIPOC) citizens as well as new Canadians setting up residence. We continue to reach out to these groups 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