



FOR IMMEDIATE RELEASE

CURLSASK Unveils New Logo Celebrating Saskatchewan's Heritage and Community Spirit

Regina, SK – CURLSASK is excited to reveal its new logo, designed to honor Saskatchewan's agricultural roots and strong community spirit. The refreshed logo prominently features a wheat sheaf—a symbol of Saskatchewan's identity that also appears on the provincial flag, representing growth, resilience, and unity.

"We're so excited to share our new logo with everyone," says Steve Turner, Executive Director of CURLSASK. "This fresh look really celebrates Saskatchewan's heritage and shows our pride in the province's roots. It also highlights our partnership with Curling Canada as we keep growing the sport we all love across Saskatchewan. We think this new branding reflects the energy and spirit of our curling community, and we can't wait to see it out there representing CURLSASK."

The new branding also aligns with Curling Canada's visual identity, symbolizing CURLSASK's connection to the broader Canadian curling community.

"Our sincere congratulations to CURLSASK on its new logo and branding," said Nolan Thiessen, Chief Executive Officer of Curling Canada. "It's gratifying to see what the curling shield means to curling fans and how it can be shared in so many ways in the Canadian curling community. We have every confidence that this logo will stand the test of time and be worn proudly by future Saskatchewan champions."

The new CURLSASK logo will be rolled out across platforms, events, and programs in the coming weeks, representing CURLSASK's commitment to honoring the province's heritage while celebrating curling's growth across Saskatchewan.

For more information, please visit curlsask.ca.