



Media Release

CURLSASK Announces New Executive Director

REGINA, March 4, 2016

Dennis Smith, President of CURLSASK, is pleased to announce the hiring of Ms. Ashley Howard for the position of Executive Director of CURLSASK. Ms. Howard will be replacing out-going Executive Director Amber Holland who will be leaving the organization on May 6th, 2016 after a 20-year career at CURLSASK. Ashley will assume the position effective April 4, 2016.

Ashley's curling and marketing background complemented with exceptional communication skills made Ashley the ideal candidate. Ashley completed her Bachelor of Business Administration, Honours in Marketing from the University of New Brunswick. Most recently Ashley served as the Senior Marketing Coordinator with KPMG in Regina, providing tactical marketing support for a number of offices in Western Canada and worked to proactively identify business opportunities. Ashley also serves as the Marketing and Social Media Chairperson for the upcoming Canadian Wheelchair Curling Championship to be held in Regina April 9-14, 2016.

"I am excited to take on the role of Executive Director with CURLSASK. I look forward to this new and challenging opportunity. I am extremely passionate for the sport of curling and thrilled to have the opportunity to have an impact on the sport in Saskatchewan as there are a number of opportunities for growth, both at the high-performance level and at the grassroots of the game. I look forward to building upon the great work of Amber Holland, staff and Board of Directors of CURLSASK over the past number of years. Without a doubt I categorize this role as a dream job; a role I feel is a perfect fit for me given my passion for the game and my educational background" said Ashley.

President Dennis Smith states: "The CURLSASK Board and staff are very excited that Ashley Howard has chosen to join our CURLSASK family. Ashley brings a wealth of curling experience, both on and off the ice to our organization. The board and staff look forward to a long and rewarding time together."

The Executive Director of CURLSASK is responsible directly to the President of the Board of Directors and to the Board of Director's Executive Committee. The Executive Director is accountable for the general administration, financial administration and planning of programs in a manner consistent with the aims and objectives of CURLSASK.

About CURLSASK

CURLSASK is the provincial sport governing body of curling in Saskatchewan. CURLSASK's mandate is to provide programs and services to meet the needs of its members, build and support curling at all levels and provides leadership to the curling community. CURLSASK also coordinates and operates provincial championships in different categories to declare provincial champions to compete at National Champions and to further develop athlete development in the province. The organization has 140 member curling clubs and over 18,000 individual curlers. Visit www.curlsask.ca

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For inquiries please contact:
Dennis Smith, CURLSASK President
306.260.3163
dsmith@curlsask.ca

Patricia Yeske, CURLSASK Vice President
306.940.7778
pyeske@curlsask.ca