

STURLING – What's That?

Several years ago, a new game was conceived, based on Curling, that people could play even if they couldn't manage the slide delivery and/or weren't fond of chasing rocks up and down the ice trying to effectively sweep them. The game became known as Push Broom Curling because rocks were propelled down the ice by pushing them with a curling brush, from a standing position.

In time, better equipment became available that fit on the rock handle and made it easier to apply the turn on the rock and maintain more precision on the line of delivery. The game gradually took on the name Stick Curling. Popularity of the game grew, not just because it allowed so many to enjoy it that otherwise could not possibly curl, but because of several other advantages the game offered. Just a *few* are that 1) the game moves along much quicker, with essentially no waiting around, and does not last so long; 2) every player has the same opportunities and responsibilities as their partner in the game outcome; and 3) there is more emphasis on the skill of delivering rocks in a precise direction, with exactly the right speed, and on strategy, rather than on physical capability.

It's now time for another significant change:

- First, the rule *requiring* that the rock be delivered using a stick should be removed. Initially, it was felt that stick curlers wouldn't be able to adequately compete with slide curlers. This has turned out not to be true. Use of the stick has actually improved the ability of those who were not adept at the slide, for whatever reason, so that stick and slide curlers can perform more equally. It has "leveled the playing field". Many curlers who prefer to use the slide delivery are attracted to the advantages of the stick game, and need not be excluded. We can all do this, together!
- Second, we need another new name for this game. "STURLING" is the contraction of a long name (or description): "S" for Stick or Slide, "T" for Two-person-team, and "URLING" from cURLING. The word 'curling' in the present name is misleading to many people, particularly those who have not actually played the game, and hinders promotion of the game. When newcomers hear 'stick curling' they think they know what that means – the regular game of curling played using a stick. But there's much more to it than that. Our game is based on curling and has many similarities, but also has several obvious differences (and advantages). So removing 'curling' from the name will help to make the distinction transparent, and reduce the misconception. Also, making the name shorter is an aid to marketing – it's a technique used quite often in the commercial world. As well, using a 'made up' word diminishes wrongful preconceived notions of what the term means, and heightens curiosity – another practice often employed in private business. Yet this name, by using most of the word 'curling', retains the attachment to the roots of the game.

Let's all go Sturling!