

June 5, 2026

Dear Member Associations of World Curling,

As most of you, I fell in love with curling many years ago, and I've been fortunate to serve our amazing sport in a variety of roles over the last 20 years. With your faith and trust, the last four years have been the ultimate honor and privilege, serving as the President of World Curling.

I agreed to run last time truly as an act of service to give back to the game and community of people whom I truly love. Being the President has never been about me, but rather about utilizing my various skill sets and background as a business leader and unifier to try to best serve our sport and every Member Association, both large and small, across the globe.

Thanks to our tireless work together, over the last four years we have:

- Launched a successful new branding and digital interface for World Curling;
- Increased the voice of the athlete and begun tackling issues with the competition calendar;
- Improved Board communications, transparency, and member engagement;
- Increased our commercial opportunities with the addition of staff and the OTT platform;
- Began the rollout of our long-awaited global database system;
- Created the Sustainability and the Diversity Equity & Inclusion working groups;
- Created strong relationships within the IOC ecosystem.

We have made a host of important, yet tough, decisions together over the past four years. Many have been hard, and I know I have learned a great deal and have a better educated perspective on the future. We certainly have many challenges, but my background in business, ability to tackle complex challenges, talent for building relationships across the sports landscape, and proven history of strategic leadership give me a strong sense of how to address the many key issues ahead, which include:

- ***Increasing Our Financial Stability*** – Become more entrepreneurial, balance the budget, and strengthen commercial and sponsorship performance;
- ***Enhancing Our Development Investments*** - Improve the impact of development spending by tailoring support to members and better pooling and leveraging resources to grow the sport;
- ***Improving Access to the Sport*** – Expand access points by strategically increasing on-ice curling opportunities as well as other initiatives like floor curling to drive growth;
- ***Innovating Our Events*** – Drive greater engagement across in-person, broadcast, and digital platforms to grow audiences and ensure events contribute to strategic and financial goals;
- ***Advancing World Curling in the IOC Ecosystem*** – Build upon our strong foundation to grow credibility and continue to elevate the sport's global value.

We are beginning to see the fruits of our hard work and difficult decisions, gaining significant traction at the international level, where continuity is absolutely critical at this juncture in time. I feel a strong urge to run again, continuing to lead our "World Curling Family" with a forward-looking vision, a steady yet influential hand at the IOC level, and the unwavering passion to roll up my sleeves with you and take on the challenges ahead. With many winter Federations expecting leadership changes this year, consistent and steady leadership will only further advance World Curling as a leader in the ever-changing global sports landscape.

Once again, serving you and our time-honored sport has been the honor of a lifetime. Thank you for the opportunity to run again, thank you for reading and thank you for considering allowing my service to continue. I look forward to connecting with you in the months ahead to ask for your support!

With The Warmest Regards,

A handwritten signature in black ink, appearing to read "Beau Welling", with a stylized flourish at the end.

Beau Welling, President, World Curling