

THE BOULEVARD CLUB

EST. 1905

A WINTER COTTAGE IN THE CITY! A Heritage-Inspired Family Day Activation

At The Boulevard Club, curling is not just a sport, it is part of our history. By reintroducing a pop-up curling rink as the centerpiece of our Winter Cottage in the City experience, we celebrated our club's roots while creating a fresh, engaging Family Day activation.

Rather than allowing outdoor space to sit unused in winter, we transformed it into a cozy cottage-inspired gathering place featuring Muskoka chairs, fire pits, heaters, warm blankets, comfort food, and seasonal beverages. The nostalgic Canadian aesthetic paired naturally with curling, a sport deeply connected to our club's legacy.

This unique Family Day concept blended heritage, hospitality, and atmosphere into one immersive experience. It created meaningful, multi-generational engagement while reinforcing The Boulevard Club's identity, honouring where we came from, while reimagining how members gather today.

Huge Success. The Monday was so popular, we went through 700 S'mores!



EXPERIENCE INCLUDED:

- Muskoka Chairs
- Cozy Blankets
- Fire Pits
- Outdoor Heaters
- Curling Rink
- S'mores
- Hot Chocolate & Apple Cider
- Comfort Food & Seasonal Drinks

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Family Day

A WINTER COTTAGE IN THE CITY!
CURLING RINK
SUNDAY, FEB 15 & MONDAY, FEB 16 | 11AM - 4PM

Come and Enjoy ...
Cozy blankets, heat lamps, fire pits, Muskoka Chairs with furry pillows.
Your cottage in the city vibes! Complete with a curling rink as well.

Warm up fireside with complimentary hot chocolate, apple cider, and a s'mores station.

MORE ACTIVITIES
Swift & Spin party! Spin to Taylor Swifts Biggest Hits! (separate registration required)
Badminton & Pickleball Drop-in
Tennis Round Robin (Tennis Section Members)

Optional comfort-food favourites available for purchase:
Chicken Fingers, Grilled Cheese, Poutine, Chili Doritos, and Popcorn, Hot Mulled Wine, Coffee with Bailey's etc.

Scan the QR code to view full information

SCAN THE QR CODE TO VIEW THE FULL MENU

Step onto our curling rink, experience a piece of club history!
Scan the QR code to view our full curling history.

REGISTER ON THE MOBILE APP