



The Alberta Curling Federation is pleased to announce the appointment of Ryan Pelley as its' new Executive Director, effective July 4, 2017.

In the position of Executive Director, Ryan will direct the development of the Association's strategic plans with the guidance of the Board, and will develop, oversee and implement the supporting operational plans to execute the Association's vision.

Ryan holds a Masters in Sport Management and has more than nine years of leadership experience working in the sport, event, and non-profit industries.

Most recently, he has held the position of Executive Director with Hockey Players for Kids (HP4K), a sport for development charity which operates in ten countries and runs over thirty events each year. During his time with HP4K, he developed short and long-term operational, fundraising and program plans for the organization. Prior to HP4K, Ryan was Event Director for Hockey Night in Canada's Play On, where he planned and executed one of the largest outdoor sports festivals in Canada.

Internationally, Ryan has worked with Commonwealth Games Canada (CGC) and the Commonwealth Games Federation (CGF) for two years. Here he developed key relationships in the Caribbean and Americas as Regional Development Manager for the CGF, which in turn, influenced the development of sport in the region. In 2016, during the Commonwealth Sport Summit in Edmonton, Ryan was honoured to be the recipient of a Canadian Commonwealth Sport Award for significant contributions toward sport development.

Ryan's interests include travel and sport. He is an avid traveller, having explored more than 30 countries over the last 10 years, while living on 3 continents. Coming from a sport family—with his brother, Rod, currently working as a professional hockey player—Ryan has a history of playing competitive sport, and now considers himself a fan of all sport and a lifelong athlete. He believes in the power of sport for good and considers himself privileged to work and volunteer in sport, an industry he is passionate about.

"I look forward to embracing the challenges and opportunities associated with the role of Executive Director with the Alberta Curling Federation, while working to encourage the growth of curling in Alberta. I am excited to join the Curling community and I look forward to leading the sport in the right direction for all stakeholders." says Pelley.

Brenda Asmussen
President, Alberta Curling Federation