



EXPRESS RINK

The Perfect Pop-Up Attraction

The Street Curling Express Rink will have you hurrying hard in no time!



**New & Unique
Attraction**



**30 Minute
Setup/Tear Down**



**Portable &
Easily Stored**



**Works Well on
Almost Any Surface**

Perfect for: Events, Rentals, Bars & Pubs, Festivals

From gameplay to signage, we work with you to help ensure your Street Curling experience is a hit.

STREETCURLING.COM



#CurlAnywhere

For Immediate Release

5/17/2022

Oddball Entertainment

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Oddball Entertainment has partnered with Street Curling to bring a dynamic and engaging form of sports programming to the Midwest for public and private events

Oddball Entertainment recently announced that the Street Curling brand and equipment will be heavily featured in both their rental suite and public activations. The show-stopping portable curling rinks will serve as centerpieces for public leagues, team building events, festivals, private office parties, and corporate and municipal events.

Oddball Entertainment was initially drawn to the Street Curling Express Rink, a portable iceless curling rink, for its quality, branding, and professional attention to detail. However, the partnership became fast-moving once both companies recognized they shared a similar ethos and passion for experiential events. Oddball Entertainment Co-Founder Alex Gara remarked, "Immediately after my first call with Chad (McMullan) I knew these were folks we wanted to work with. Both our journeys and what drives us seem to be very similar."

Meanwhile, the Street Curling team, who hails from Toronto, Ontario, was excited to see an organization who not only wanted to show the curling rinks off, but is focused on developing opportunities for the sport. "Shortly into our initial conversation with Alex, we saw the opportunity that Street Curling and Oddball Entertainment would gain from partnering together," said McMullan. "Chicago has become a major hotspot for iceless curling, and we're excited to strengthen our presence in such a high energy and entertainment driven city."

Oddball Entertainment currently owns two Express Rinks for private rentals and is awaiting a shipment of two more personally branded rinks. Plans for a Pro Rink at a partnering bar in Chicago are in the works too.

"We're not going to be precious with our equipment. This is an incredible product and we want eyes on it," said Gara. "We're planning a bar night bonspiel (that's curling lingo for 'tournament'), some activations at festivals, unique partnerships with local curling clubs, and even an outdoor league in conjunction with this year's World Cup."

For Street Curling this is just further proof that their sport is growing and that iceless curling experiences can help aid that growth. U.S. Olympic Curling Gold Medallist Tyler George commented, "I have been involved in Street Curling events and it's always a great time. It's fun, exciting, challenging, and there's always a crowd lining up to play."

Visit oddballentertainment.com for updates on where to find Street Curling in Chicago and how to rent. Visit streetcurling.com to purchase your own Street Curling rinks.

Ends:

About Oddball Entertainment: Oddball Entertainment is an experiential entertainment company focused on social sports programming, activations, and rentals. Oddball Entertainment' suite of offerings features show-stopping and community-driven brands like Street Curling, American Bocce Company, World Wiffle Ball, and The Push BK.

About Street Curling: Street Curling™: is a fun, competitive game that keeps people of all ages and abilities coming back for more, and the only iceless curling rinks endorsed by the World Curling Federation. Experience Street Curling and discover how iceless curling attracts crowds and generates revenue by visiting our website at streetcurling.com

To arrange an interview or obtain high-resolution images, contact:

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