

The Recreation Centre

OVERALL FACILITY NAMING RIGHTS

270,000+
ANNUAL TRAFFIC

Hall of Fame Partners are woven into the identity of our community and recreation spaces. This tier is for organizations who make *experiences* possible. Your name becomes part of how residents and visitors think about the space, creating a legacy that is front and center during televised events and game day cheers.

Hall of Fame



Champion



MVP



THE RECREATION CENTRE

Step inside the Camrose Recreation Centre to quickly see why it's one of the community's beloved gathering places. More than just a sports complex, the Recreation Centre is a vibrant hub where tournaments spark excitement, club practices bring friends together, families create memories, and residents of all ages come together to play, train, and celebrate.

The Recreation Centre connects:

- a curling rink
- three skating rinks
- a fitness centre
- indoor walking track
- aquatic centre

Nearby, the Camrose Community Centre/Fieldhouse has an indoor walking track and indoor multi-sport surface. Situated centrally in Camrose at the Rudy Swanson Park, the Recreation Centre also supports activities happening at the baseball diamonds, soccer fields, football field, beach volleyball courts, tennis courts, skateboard park, spray park, and multi-use trails.



FACILITY HISTORY

Recreation is part of being a Camrosian. Since the early 1900s, the culture of residents and community groups championing recreation was built off the cross country skiing and ski jumping momentum.

The Rose City Curling Club has been a staple in Camrose since 1911 and is incorporated in the current Recreation Centre.

The Aquatic Centre was built as an outdoor facility. The Aquatic Centre becomes an indoor facility. The Max McLean Arena and Curling Rink portion of the facility was constructed.

The addition of two arenas, meeting rooms, offices, and various off-ice spaces for the resident hockey teams to utilize including the Junior A team, the university team, and the men's senior league are added.

The Mayer Aquatic Centre had a big renovation expanding pools, features, and meeting rooms.

1911

1947

1967

2007

2020



CONTACT

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The Recreation Centre

OVERALL FACILITY NAMING RIGHTS

Curling Rink

ROSE CITY CURLING CLUB

The Rose City Curling Club is one of Camrose's oldest recreation institutions, with curling first organized locally in 1911. Early games were played in a shared skating rink, and the sport quickly grew despite challenges such as the 1914 rink collapse, leading to new facilities—including a notable five-sheet rink built in 1936.

Today, the club operates as a not-for-profit with a viewing area/lounge and nine sheets of ice, making it one of Alberta's larger curling centres. It has hosted major events such as provincial playdowns, national championships, and high-profile tournaments like the Continental Cup, Alberta Scotties, and the **nationally televised Pinty's Cup (2023)**. The U of A Augustana Women's Curling Team has won many accolades in recent years, training out of this very facility.

Beyond competition, the club plays a key role in Camrose's recreation scene, offering programs for all ages—youth curling, drop-in sessions, recreational leagues, and community bonspiels—while promoting physical, mental, and social well-being.

In the off season, the curling rink is utilized for Bones (Bunnock) tournaments and by the Camrose Special Olympics teams as an indoor Bocce practice space.

INTERNATIONAL TV BROADCASTS

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Fitness Centre

In the fitness centre, there are cardio machines upgraded in 2025 including treadmills, stationary bikes, and elliptical machines. The centre also provides light weights and an open floor space for stretching. It offers a convenient extension to aquatic workouts, designed to complement swimming and aquafit programs, giving users a well-rounded way to stay active.

ACCESS THROUGH THE AQUATIC CENTRE

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The Recreation Centre

OVERALL FACILITY NAMING RIGHTS

Skating Rinks

SPECTATOR EVENTS ARENA (BUILT IN 2007)

This Spectator Events Arena (formerly Encana Arena) is the primary multi-use event facility in the Camrose Recreation Centre. It features an NHL-regulation ice surface, two-tier bowl seating, sky suites, and capacity for over 2,500 spectators, making it suitable for major sporting events and concerts. A three-lane indoor running/walking track surrounds its upper level, providing year-round fitness access. It is home to the **Camrose Jr. A Kodiaks**, the U of A **Augustana Vikings**, Camrose Minor Hockey, and the Camrose Skating Club.

This arena typically has ice from August to April. From May to July, it is used for other events including the Rose City Invitational Professional Bull Riding.

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The **concession**, located in the concourse outside the arena, offers a variety of food and beverage options including several health-focused menu items such as homemade soups, chili, chicken wraps, and grilled chicken burgers.



Photo credit: Pro Sports Photography



WALKING TRACK

The indoor walking and running track at the Camrose Recreation Centre loops around the upper level of the Spectator Events Arena, offering a three-lane, rubberized surface for year-round fitness. The walking track is free for everyone to use and attracts people of all ages who are looking to stay active throughout the year.



As a recreation asset, the track plays an important role in supporting low-barrier, inclusive physical activity in Camrose. It encourages daily movement, supports active lifestyles for seniors and families, and enhances the city's reputation for providing well-designed, multi-use recreation spaces that serve the whole community.

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OVERALL FACILITY NAMING RIGHTS

Skating Rinks Continued

USER ARENA (BUILT IN 2007)

The User Arena is a NHL regulation-size ice surface with seating for approximately 300 spectators. Located within the Recreation Centre, it serves as a vital additional sheet of ice for practices, games, and community programs. This arena helps meet the high demand for ice time in Camrose, supporting minor hockey, recreational leagues, figure skating, and community events—ensuring broad access to winter sport. This arena is maintained with ice 10 months of the year making it the most used arena in Camrose in terms of ice time booked.

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MAX MCLEAN ARENA (BUILT IN 1967)

The Max McLean Arena is an established part of the Recreation Centre complex, featuring a NHL regulation-size ice surface and seating for about 1,200 spectators. It is the home of the **Senior AA Camrose Bruins** team hosting eight home games in each season. When the ice is out, the arena is used for other activities including roller hockey. It connects to the newer facilities through a shared corridor, linking it with the curling rink and Mayer Aquatic Centre. As one of Camrose's longstanding indoor rinks, it contributes significantly to the continuity of local recreation. It supports tournaments, practices, and community programming, blending history with modern recreational needs.

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The Recreation Centre

OVERALL FACILITY NAMING RIGHTS

Mayer Aquatic Centre

The Mayer Aquatic Centre is a modern, family-friendly facility featuring three main pools, a slide, and a steam room.

As a key part of the Camrose Recreation Centre, the Mayer Aquatic Centre plays a major role in promoting community health and active living. It provides year-round swimming, aquafit, lessons, and fitness options, making it an essential resource for families, athletes, seniors, and anyone seeking accessible indoor recreation. Its integration with the Recreation Centre's other facilities strengthens Camrose's reputation for offering diverse, inclusive, and high-quality recreation opportunities for the whole community.



LEISURE POOL

The **leisure pool** is a shallow warm-water pool, with a lazy river, shallow swimming and aquafit area, and a tots' play area.



HOT TUB

The **hot tub** is fully accessible to patrons with walkers and wheel chairs with a ramp and plenty of seating.



SPRAY PARK

Renovated in 2020, the Spray Park is a fun, refreshing outdoor space for families to cool off during the warmer months. Located beside the Mayer Aquatics Centre, the Spray Park operates daily from 10am to 9 pm between Victoria Day and Labour Day weekends, weather permitting.

With a variety of splash features designed for kids of all ages, the Spray Park is an accessible, free, and refreshing way to enjoy the summer sun.



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LAP POOL

The largest pool is the eight-lane 25-metre **lap pool**. This pool is used to host annual competitive swimming competitions and daily swim lessons and practices. There are two competitive swim teams: The Tsunami's Lifesaving Sport Club and the Camrose Sea Serpents.

There is also a **water slide**, **steam room**, and **diving board**, and **meeting rooms** which are used for birthday parties and courses. The facility has a **universal change room** for people with kids and extra mobility needs.

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Other User Groups

COMMUNITY SERVICES OFFICES

The Community Services offices are located inside the Camrose Recreation Centre. The staff manage recreation programming, facility bookings, and public services. Open Monday to Friday from 8:00 a.m. to 12:00 p.m. and 1:00 p.m. to 4:30 p.m., the team coordinate maintenance and operations of the Recreation Centre.

PRIMARY CARE NETWORK

The Primary Care Network (PCN) office located in the Camrose Recreation Centre provides community-based, team-led primary healthcare in partnership with local family physicians. Situated in Room 1110 at the Recreation Centre, the PCN offers programs and supports such as chronic disease management, prenatal care, geriatric assessment, behavioural health services, and transitional care—helping residents access coordinated, patient-centred health services close to home.

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ALBERTA HEALTH SERVICES- PHYSIOTHERAPY

The physiotherapy lab at the Camrose Recreation Centre provides outpatient physiotherapy services for individuals managing physical challenges, movement disorders, or recovery after surgery or hospital discharge. Services include assessment, consultation, treatment, rehabilitation, education, and health-promotion support, helping patients improve mobility and regain independence. This community-based location offers accessible care as part of Alberta Health Services' Central Zone physiotherapy programs.

BOYS AND GIRLS CLUB CAMROSE

The Boys and Girls Club, now known as BGC Camrose, uses several of the rooms on the second floor of the Recreation Centre and offers a wide range of social, recreational, educational, and leadership programs for children and youth in grades 1-12. These programs provide meaningful activities such as after-school recreation, skill-building, mentorship opportunities, arts and crafts, and community engagement, helping young people build confidence, develop leadership skills, and stay active in a supportive environment. There are 77 youth that attend BGC programming each day.



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OVERALL FACILITY NAMING RIGHTS

Other User Groups Continued



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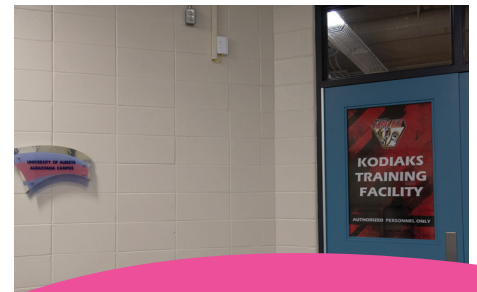


THE U OF A AUGUSTANA VIKINGS

The Augustana Vikings host 16 home games during their season. The team practices and plays at the Recreation Centre's Spectator Events Arena.

THE CAMROSE KODIAKS OFFICES & TRAINING SPACES

The Camrose Kodiaks operate their team office on the main floor near the main entrance of the Camrose Recreation Centre, where they manage hockey operations and connect with fans during regular office hours. Their training and practice activities take place within the Recreation Centre's arena facilities, including the Spectator Events Arena which supports team practices and game preparation. The Kodiaks put on 28 home games in their season.



THE BEAR'S DEN

This multi-purpose meeting and event space is frequently used by local sports organizations and community groups. It is operated by the Camrose Kodiaks team and provides a comfortable setting for gatherings, planning sessions, and special events. The Bear's Den is operated as a lounge area during the Kodiaks' home games.



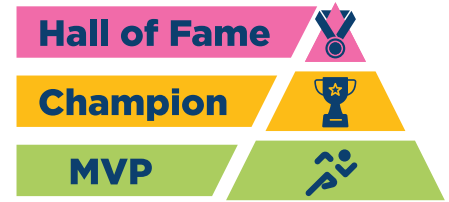
THE CAMROSE BRUINS

The Max McLean Arena in the Recreation Centre is home of the **Senior AA Camrose Bruins** team hosting eight home games in each season. They bring excitement and the good ol' hockey spirit to the rink.

CONTACT

Make Recreation Possible. Become a Naming Partner.

All naming rights are assigned on a 10-year contract. The naming partners will be recognized by signage at the bespoke space and prominently displayed in marketing materials, during event promotions, and community programming associated with the facility.



YOUR OPPORTUNITY TO MAKE AN IMPACT

The Camrose Recreation Centre is more than a building—it's a cornerstone of the Camrose community and rural recreation excellence. Your company and brand can be part of its legacy. Join us in shaping the future of recreation in Camrose.

Contact us today to explore naming opportunities!

- Camrose Recreation Complex
- Community Centre/Fieldhouse
- Spectator Events Arena
- User Arena

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- Main Floor Lobby (Recreation Centre)
- Second Floor Lobby (Recreation Centre)
- Mayer Aquatic Centre Lobby
- Fitness Centre
- Swimming Pools (x3)
- Spray Park

Champion Partners support spaces where memories are made, where kids learn, teams gather, and neighbours connect. This tier recognizes partners who champion wellness, belonging, and community pride by attaching their name to active, well-loved, high traffic spaces within our Recreation Centre.

- Walking Track
- Multipurpose Room (Recreation Centre, main floor)
- Tournament Meeting Room (Recreation Centre, second floor)
- Dressing Rooms (x12)
- Flex Dressing Rooms (x6)
- Pool Viewing Area
- Conference/Party Rental Room (Mayer Aquatics Centre)
- Slide
- Steam Room

MVP Partners are local legends. They bring heart and personality to our recreation facilities. This tier celebrates businesses and organizations that believe in community from the ground up and supporting the everyday spaces that people use the most. Your name becomes a friendly, familiar part of our recreation community.

**153,000 ANNUAL
USERS**
at the Recreation
Centre

**113,400 ANNUAL
USERS**
at the Aquatics
Centre

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