

Rugby Alberta



RUGBY ALBERTA



2025 Event Heavy

- *Our U17 and U19 boys and girls Alberta Regional Championships set record numbers*
- *Happy to welcome the Canadian Rugby U19 Championship Competitors and Staff to Calgary with a White Hat Swearing in Ceremony*
- *Hosting 3 Rugby Canada Senior Men's Internationals in Alberta*
- ***Canada Beat USA to Qualify for 2027 RWC!***
- *U17 Boys and Girls Wolf Pack travelled to Victoria*
- *Canada Summer games in St. John's! Bronze for the Girls and 4th for the Boys*
- *Or Senior Wolf Pack teams went out to Halifax, 2nd for the women in the Atlantic Rugby Championship and a win in the consolation final in the Coast to Coast Cup for the men*
- *2nd Annual Kukri Provincial Junior Club Championships in Red Deer*
- ***Cheering on Canadian Women as they win a Silver at WRWC***



2025 Growth and Communications



Rugby Alberta is at the heart of Alberta's rugby community, connecting with fans, athletes, and supporters across Instagram, Facebook, Twitter, LinkedIn, and YouTube. During peak periods, our content reaches over a million views across platforms in a single month, with Instagram alone hitting **1.4+ million views**, YouTube generating **27,000+ views** and **214,000+ impressions**

Thank you, Steph!

**BLOOD, SWEAT,
AND SCRUMS**

Registration is now open for men's and women's rugby clubs across Alberta.

Register Now



Membership: We grew another 8.2% this year

2023 - 5756

2024 - 6332

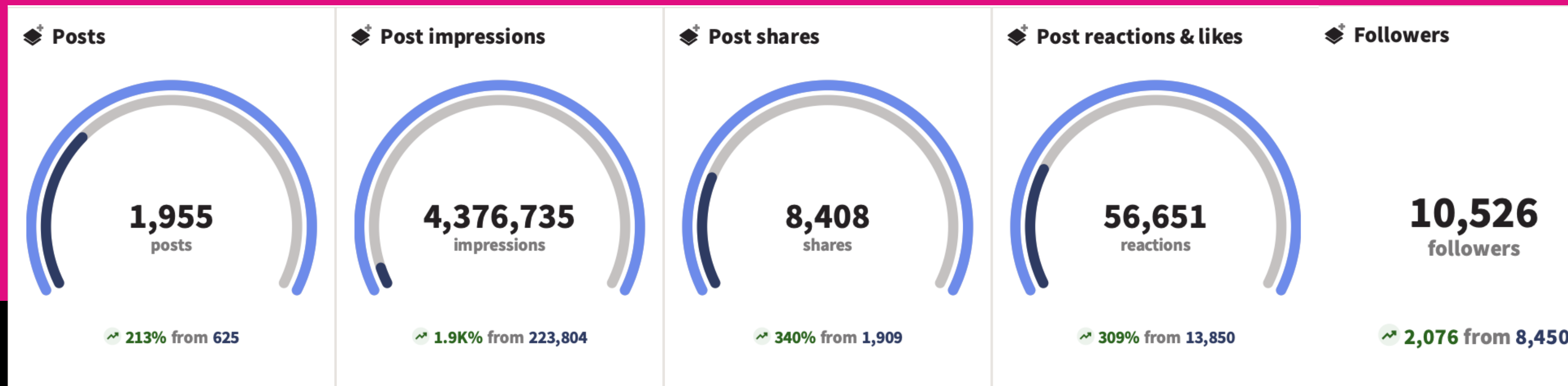
2025 - 7016

That is 19% increase over 2 years

Thanks to All across the Province!

Steph Hovdestad – Communications Coordinator

Comparing 2023-2024 to 2024-2025 we have 213% more posts, 1,900% more impressions, 340% more shares, 309% more post reactions & likes, and 2,076 more followers!



Rugby Development Officers efforts 2025



RDO North Miranda Risling (AJRA) and South Breanne Morgan (Rugby Alberta)

(In past years this was not properly tracked.)

The Stats may include the same student on repeated visits

North: School Visits and camps Over 437 Classes taught

North: 4886 Boys and 4029 Girls 8915 kids touched a rugby ball

South: School Visits and camps Over 437 Classes taught

South: 4526 Boys and 4526 Girls 9046 kids touched a rugby ball



2025 Events

Mark Tilles – Event Coordinator

*ARC 7s -
VI7s M&W
Tropical M&W 7s
Canada M&W Summer Games
Senior Men C2C Comp Halifax
Senior Women ARC Halifax
ARC 15s In Calgary
U17 M&W Shawnigan Lake
U19 M&W CRC
CRC Hosting In Calgary
AWP Finals In Calgary
AC Finals In Calgary*

*Belgium, Spain and USA Men's Internationals Hosted in Alberta
Men's Wolf pack scrimmage with National Team in Red Deer!*

2026 on the Horizon



- *New Registration System – PlayHQ*
- *ARC 7s – Addition of a Brave Team*
- *VI7s U18 M&W*
- *Senior Men Comp BC**
- *Senior Women NvS Series*
- *Expanded Brave Rugby Camps*
- *ARC 15s In Edmonton*
- *U17 M&W Shawnigan Lake**
- *U19 M&W CRC Guelph*
- *AWP Finals In Edmonton*
- *AC Finals In Edmonton*

** = To Be confirmed*

3 NOVEMBER 2025

PROGRAM OVERVIEW



BRAVE LIKE A BUFFALO

BRAVE RUGBY



Introducing our Indigenous Support Program

Rugby Alberta



THANK YOU

