



FOR IMMEDIATE RELEASE

## **USA CURLING ANNOUNCES HEADQUARTERS RELOCATION TO VIKING LAKES CAMPUS**

***National Governing Body of the Olympic sport of curling and the Paralympic sport of wheelchair curling becomes latest addition to rapidly growing Eagan campus***

**Eagan, Minn. (April 30, 2021)** – The United States Curling Association (USA Curling) today announced its official move from Stevens Point, Wisconsin, to the Viking Lakes campus in Eagan, Minnesota.

“The move to the Minneapolis-St. Paul metropolitan area opens the door for exciting new opportunities and increased exposure as interest continues to grow in the sport of curling,” said Chief Executive Officer of USA Curling **Jeff Plush**. “Our headquarters will also now be uniquely positioned next to USA Curling’s Official Sports Medicine Provider Twin Cities Orthopedics on the Viking Lakes campus, giving us the capacity to further support our athletes.”

Housed in the Innovation Center located at the center of the Viking Lakes campus, USA Curling’s new headquarters will be adjacent to the Minnesota Vikings headquarters and training facility Twin Cities Orthopedics Performance Center. This strategic relocation offers synergies among all campus partners and stakeholders, including Training Haus, the home workout facility for many USA National Team curling athletes.

“We are thrilled to welcome USA Curling as a founding tenant at Viking Lakes and we are eager to support the organization’s relocation to Minnesota,” said MV Ventures Owner/Partner **Mark Wilf**. “This move will help strengthen USA Curling’s mission to build awareness for their sport, and it supports our vision at Viking Lakes to establish a sports, health- and wellness-centric community for generations to come.”

***\* Plush, Chair of the USA Curling Board of Directors Courtney Schmidt, Olympic gold medalist John Shuster, three-time National Champion Jamie Sinclair and Executive Vice President of Real Estate Development and Strategic Projects of MV Ventures Don Becker will be available to media today at 12:30 p.m. at Ember & Ice at Omni Viking Lakes Hotel. \****

The goal of USA Curling is to grow the sport of curling in the United States and participate in competitions both domestic and abroad, particularly as representatives of World Olympics, World Tour Events and National Bonspiels. The move promotes elevated participation in corporate, membership and corporate league play, and allows for large-scale professionally hosted local, national and international events, including Olympic qualifiers.

The United States competes in the LGT World Women’s Curling Championship, beginning today at the WinSport Arena at Canada Olympic Park, in Calgary, Canada, at 10 a.m. (CT). The competition runs through May 9 with the six highest ranking National Olympic Committees earning spots in the Olympic Winter Games Beijing 2022 women’s team curling competition.

The United States National Olympic Committee qualified for the men’s curling session of the Olympic Winter Games Beijing 2022 with a win by the U.S. against the Netherlands in the BKT Tires & OK Tire World Men’s Curling Championship on April 9. The United States also took gold in the World Wheelchair-B Championship in April to secure a spot in the World Wheelchair Curling Championship taking place in Beijing later this year.

For more information, please contact MV Ventures spokesman **Jeff Anderson** at [andersonj@vikings.nfl.net](mailto:andersonj@vikings.nfl.net) or USA Curling's Director of Marketing **Jenna Martin** at [jenna.martin@usacurling.org](mailto:jenna.martin@usacurling.org).

**About USA Curling**

*The United States Curling Association, more commonly known as USA Curling, is the National Governing Body of the Olympic sport of curling and the Paralympic sport of wheelchair curling in the United States. The mission of USA Curling is to enable United States athletes to achieve sustained competitive excellence and to promote and grow the sport of curling in the United States. Through providing resources and programming for athlete, coach, officiating and club evolution, USA Curling is committed to developing pathways that continue to grow the sport and foster a community that is inclusive to all. USA Curling is a member of the World Curling Federation and the United States Olympic & Paralympic Committee.*

**About Viking Lakes**

*Viking Lakes is a 200-acre, mixed-use master development owned and operated by the Wilf Family/MV Ventures and located in Eagan, MN. With a mission formed around a healthy, active lifestyle, the campus will encompass more than 3 million square feet of corporate and medical offices, retail, entertainment and multi-family housing. The project boasts open and public spaces, including trails, water/wetland preserves and other amenities to create vibrancy and connectivity, all anchored by the 34-acre headquarters and training facility of the Minnesota Vikings – Twin Cities Orthopedics Performance Center and TCO Stadium. The Eagan campus already includes Twin Cities Orthopedics Eagan, Training Haus Sports Medicine Center, MV Ventures, USTA Northern, Minnesota Rokkr and Version1, the Omni Viking Lakes Hotel and the Vikings Museum and Locker Room Team Store. The first phase of the Viking Lakes residential community is currently under construction, with 261 units, a clubhouse and retail expected to open in Summer 2021.*

**About MV Ventures**

*MV Ventures is a full-service real estate developer in Minnesota. Owned by the Wilf Family, MV Ventures is responsible for the construction, management and activation of best-in-class destinations, including Viking Lakes.*