

## The New CanSkate Program – Get Ready!

The new CanSkate program will be officially launched September 1, 2014.

This means that all clubs that run a learn-to-skate program must use the new CanSkate program.

To help coaches and clubs prepare to run the best CanSkate program possible the following materials and information will be available to you:

### Technical Program Tools and Information

#### NEW video resources

Seeing is believing! A series of seven new video clips entitled *CanSkate: The Session* that will be available and downloadable in mid-September, so the club team can see what each component of the program should look like on the ice:

CANSKATE: THE SESSION VIDEO SERIES	DESCRIPTION	VIDEO LENGTH
Promo clip	Provides a very brief overview of the CanSkate program; may be used as an internal club registration promotional piece	00:54
Preparation	Shows coaches and program assistants preparing for the session	00:43
Warm-up	Explains the features of a warm-up, a brief example of a coach leading a warm-up and what other coaches and PAs are doing to prepare during this time.	01:46
Lesson Time	Shows an abbreviated lesson period, with three rotations. Also explains circuits, the fast track and teaching aids	05:00
Group Activity	Provides an example of a group activity (4-lane highway) and how to set it up	01:30
Cool-down	Explains the importance of the cool-down and provides a brief example	01:00
Final Words	Final words about the difference between the old and the new CanSkate program	01:10

### Reminder of Existing Videos – Downloadable

A reminder that the following video clips are still available, but will be in a downloadable format, which reference and illustrate the associated portions of the CanSkate Manual:

#### **CanSkate Off-Ice Preparation & Planning:**

- Session formats
- Group identification
- Teaching aids
- Pre-CanSkate

#### **CanSkate On-Ice Technical & Teaching:**

- Testimonials
- Skill assessment
- Circuit set-up
- Circuit in circuit
- Circuit maintenance

Accommodating various levels  
Coaching on a circuit  
Providing feedback, correction & praise

## **New CanSkate Marketing Tools**

A brand new series of marketing tools will be made available to help your club promote the new CanSkate program:

- Poster
- On-Ice Station Signs
- Brochure
- Newspaper/magazine ads
- Digital ads
- Facebook and Twitter – sample tweets, posts
- Radio – copy
- Public service announcement
- Promotional video - 3-4 minutes in length
- Television commercial
  - 30-second version
  - 15-second version

These new CanSkate materials will be available for download now and through the fall 2014 at the following location : <https://info.skatecanada.ca/hc/en-ca/categories/200136194-Programs>

## **Station Signage Replacement**

As communicated in September 2013 Skate Canada will print and ship replacement on-ice station signs to clubs who created signs with the previous creative. Clubs will be asked to provide proof of purchase (photos and/or receipts) to Skate Canada. Further information on this process is attached....

## **CanSkate Launch Activities**

The new CanSkate program is truly something to celebrate! We are excited to announce that various resources and activities are currently being developed and planned for the 2014-2015 season. More details coming soon!

## **CanSkate Program Confirmation Form – IMPORTANT**

All clubs will be sent a CanSkate Program Confirmation Form and must indicate their level of delivery of the new CanSkate program. This is in order for us to determine if and where additional assistance or guidance is required, so we can help clubs and coaches to deliver the best program possible and ensure our skating customers are receiving a standardized and consistent learn-to-skate experience right across Canada.

We look forward to an exciting season as we officially launch the new CanSkate program. Please keep watching your Skate Canada communications for further information and updates.

Should you have any questions regarding the new CanSkate program, please contact Carol Moir at [programs@skating-wos.on.ca](mailto:programs@skating-wos.on.ca)