

CanSkate Program Launch 2014-2015

Celebrate and Promote the New CanSkate Program: Activities and Special Event Ideas for Clubs



Objective:

To promote the new CanSkate program via the following:

- Celebratory activities that will raise the profile of the new CanSkate program and the club in the community
- Team building activities to increase club awareness of the new program components and their benefits to skaters
- Activities that will increase community awareness that the CanSkate program and skating is an excellent physical activity that promotes a healthy lifestyle and contributes to the well-being of Canadians

Examples of activities to celebrate and promote CanSkate and active living in the community:

1. Organize a CanSkate launch celebration at your club
 - Showcase the new program by demonstrating a live session
 - Invite the public as well as local dignitaries
 - Serve cake, coffee or other refreshments
 - Provide off-ice circuits for non-skaters and parents to try



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2. Submit a request to your town council to designate a day as the (name of town) CanSkate Day. Hold a Community Skating Party or Skate-a-Thon. Sell refreshments and new/used skating equipment to raise funds for the club. Invite local celebrities (skaters or athletes from other sports) to skate and try the new CanSkate program as well and have it hosted by a local radio station host or TV personality.
3. Offer to provide entertainment between periods of local hockey games through demonstrations of the new CanSkate program. State that skaters learn to skate well in CanSkate which prepares them for any ice sport (either announce this or have a CanSkate brochure or one-page information piece to distribute to spectators. Also ensure proper insurance coverage is in place for non-Skate Canada activities). Hold a draw among spectators present for a CanSkate skating lessons package.
4. If the club or area has national or international competitors available to participate, request through your local school to have them give a presentation about their experiences as an elite athlete, about the sport of skating, and how they got started in CanSkate. Set up a circuit in the gym for students to try and explain about the physical literacy needed for all sports including Agility, Balance and Control (ABC's of skating).
5. Ask the local grocery store to allow a team of CanSkate Program Assistants to bag groceries for an evening or day. Ask for donations to help fund new CanSkate equipment and teaching aids.

Examples of Internal activities within the club to celebrate and promote the new CanSkate program:

Organize a CanSkate Launch Week or CanSkate Launch Month or dedicate the whole season to CanSkate - and include any or all of the ideas above and below, either weekly, bi-weekly or monthly:

1. Hold a CanSkate launch party - request a local bakery donate a large cake with the CanSkate logo on it (if possible), candles, balloons, the works! Organize typical "party games" on-ice, have loot bags etc.
2. Re-do the club bulletin board with a CanSkate launch theme. Gather any CanSkate photos the club has and mount them. Also consider constructing a slide show to use at the party



as well as the CanSkate promo video. Include photos of the props needed, circuits, skaters, coaches in action etc.

3. Organize a poster contest, essay contest re " My Best Moment in CanSkate" or "Why I Love CanSkate" or "What CanSkate did for me" .
4. Have a guest speaker / coach / skaters come to the club for an on-ice seminar or off-ice talk discussing the importance of good basic skating skills for either skaters and/or coaches and the benefits of the new CanSkate program.
5. Hold special activity days for all levels of skaters in celebration of the launch

E.g. For CanSkaters - organize a theme day as per the calendar. Have the circuits and props match the theme of the day - i.e. Halloween use orange and black decorations and props, witch hats on pylons, coaches dress in orange and black, incorporate Halloween items into the circuit, etc.

6. Use you club's social media to promote CanSkate. Have an on-line wall of fame where parents can upload pics of their skaters' achievements.
7. Hold a "My Best CanSkate Moment" contest where club members send in a photo of their best CanSkate moment along with one or two sentences on what CanSkate means to them. It is always great to have testimonials from the skaters and parents that you can use on your club's social media and websites. Draw a winner from all submissions and award a prize. This could be done monthly or quarterly.
8. For the last 10 minutes of STARSkate and CompetitiveSkate sessions have these skaters use a CanSkate-style circuit to add variety and fun to their session - and pay homage to CanSkate at the same time!
9. Start a Wall of Fame or CanSkate Club on the club bulletin board to recognize skaters' hard work.
10. Recognize CanSkate Program Assistants via the club bulletin board, club newsletter and local newspaper (profile, photo).