



Skate Canada Manitoba Day September or October 2009

Objectives

Primary Increase Entry Level Membership by 10% for the 2009-2010 season

Secondary Draw attention to our sport and clubs
Promote the CanSkate and CanPowerSkate programs as the best Learn to Skate Programs

Who is participating?

All clubs and regions across Manitoba will participate in this initiative with support from Skate Canada Manitoba.

What is Skate Canada Manitoba Day?

Skate Canada Manitoba Day is an initiative to increase entry-level registration numbers in clubs across Manitoba. The day will run as a demo-CanSkate or demo-CanPowerSkate session. Children will be able to participate in a demo session; the sessions will run like a real CanSkate session.

The focus of Skate Canada Manitoba Day is to promote CanSkate and CanPowerSkate as **fun** ways to learn to skate, **get children active** and involved in **on-ice programs** (figure skating, hockey, speed skating and ringette).

<p>THIS IS NOT JUST A REGISTRATION DAY! THIS DOES NOT HAVE TO BE YOUR ONLY REGISTRATION DAY!</p>
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This day should involve demonstration and participation. Children should have a chance to participate in a demo-CanSkate session either on or off the ice. This will give the parents a chance to see what CanSkate is about; 90% movement, progressive learning, positive energy, and a safe and fun environment!

Part of the club's responsibilities is to create hype and excitement surrounding this day. When your community starts to hear about Skate Canada Manitoba Day on a Provincial Level, and then they



start hearing that it is happening locally, the buzz and hype will create a turnout and increase registration numbers for your club.

Essentials:

- 1-2 hours of ice-time **OR** open floor space where demo-CanSkate session can run (if your club cannot provide ice time, an off-ice open space is JUST AS GOOD!)
- 90% movement
- Circuits and stations
- MUSIC MUSIC MUSIC (appropriate for CanSkate)
- CanSkate Coach
- PA's (3)

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What will happen on Skate Canada Manitoba Day?

Participants will arrive with the expectation to be able to participate in a demo-CanSkate session (or CanPowerSkate session – whatever your club decides) **either on or off the ice**. Your club coach and available PA's should be on hand to make this day as typical as possible. Children and parents should have a chance to experience how a CanSkate session is run. Your club should provide excited parents with a chance to register their children for the upcoming CanSkate season.

Each club's Skate Canada Manitoba Day will vary according to facility availability, location, etc. Make it your own! Your club knows best what will work best! So use your knowledge to your advantage!

What does your club need to do?

1. Right now
 - a. Book 1-2 hours of ice **OR** off-ice open space (it is completely up to the club)
 - b. Contact your club's professional coach with regards to this day. Ask your coach to volunteer his/her time



- c. Read the Chairman's Challenge Handbook available of Skate Canada's Website (www.skatecanada.ca) in the members only section
 - d. Appoint a club sub-committee to organize Skate Canada Manitoba Day (2-3 people)
2. By June 30, 2009
 - a. CLUBS To Contact Skate Canada Manitoba with the contact information (phone, email, mailing address) for your:
 - i. Skate Canada Manitoba Day Contact Person
 - ii. CanSkate Coordinator
 - iii. CanSkate Coach
3. By July 24, 2009
 - a. Clubs who have contacted Skate Canada Manitoba will receive promotional materials from Skate Canada Manitoba for Skate Canada Manitoba Day. Materials to include:
 - i. Poster
 - ii. Brochures
 - iii. Public Service Announcement Templates for Newspapers and Radio Stations
4. September/October 2009
 - a. Be part of the province wide initiative and see your club's registration numbers grow!

Contact Information for Skate Canada Manitoba Day

Skate Canada Manitoba
200 Main Street
Wpg., MB. R3C 4M2

www.mbskates.ca

shauna.m@mbskates.ca or programcoordinator@mbskates.ca

ph: 204-925-5707 fax: 204-925-5924



Club Name: _____

Skate Canada Manitoba Day Club Contact: _____

Email: _____

Phone #: _____

Mailing Address: _____

CanSkate Coordinator: _____

CanSkate Coach: _____

Skate Canada Manitoba Day Date selected September/October,
_____, 2009
(Please circle one)

We will be holding an on ice/ off ice Session
(Please circle one)

Time: _____ to _____

Location (Town name & Rink name): _____

Please return to the Skate Canada Manitoba no later than Tuesday June 30, 2009 fax to 204-925-5924

We will be sending out to all participating clubs the following material;

- Posters – I would like 25 posters or if less please indicate # wanted _____
- Brochures – I would like 50 brochures or if less wanted please indicate # wanted _____
- Public Service Announcement templates for Newspapers and Radio & Contacts for the media