



CanSkate 25th Anniversary

Ideas Bank: “Celebrate and Promote CanSkate” activities and special event ideas for clubs

Objective:


To celebrate and promote the CanSkate program via the following:

- Promote CanSkate, raise the profile of the sport and the club in the community,
- Promote CanSkate and skating in general as an excellent physical activity that promotes a healthy lifestyle and is a positive way to spend leisure time
- Team build, increase club spirit and reward club skaters and volunteers for their continued dedication and participation to CanSkate and the sport; happy skaters and volunteers will stay and help build the club into the future.

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

1. Organize a CanSkate 25th anniversary celebration at your club. Showcase your club's skaters including CanSkaters. To add to the festivities have the local high school band play between numbers or have some skaters skate to some pre-arranged musical selections (most stage bands can play marches, so the Fourteen Step would be easy!) Invite the public as well as local dignitaries. Serve birthday cake, coffee or other refreshments afterwards.
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 as well and have it hosted by a local radio station DJ or TV personality.
3. Participate in a local parade, fair or other town gathering as a club team. Distribute club brochures.



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4. Offer to provide entertainment between periods of local hockey games through demonstrations by competitive skaters and synchro teams. Link the activity to the CanSkate program by stating that all the skaters started in CanSkate (either announce this or have a 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.
5. If the club or area has national or international competitors available to participate, request to have them speak to local school children about their experiences as an elite athlete, about the sport of skating, and how they got started in CanSkate.
6. 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.
7. Have a team of older skaters work or volunteer at a community supper (Many caterers and local service groups require kitchen help for these functions)

Internal activities to celebrate and promote CanSkate and active living within the club:

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

1. Hold a classic CanSkate Birthday party - request a local bakery donate a large cake with candles, balloons, the works! Organize typical "party games" on-ice, have loot bags etc.
2. Re-do the club bulletin board with a CanSkate 25th anniversary theme. Gather any CanSkate photos the club has and mount them. Also consider constructing a slide show to use at the party.
3. Organize a poster contest, essay contest re " My Best Moment in CanSkate" or Why I Love CanSkate or What CanSkate did for me



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4. Have a guest speaker / coach/ skaters come to the club for an on-ice seminar or off-ice talk revolving around the importance of good basic skating for either skaters and/or coaches.
5. Hold special activity days for all levels of skaters in celebration of the 25th anniversary:
 - e.g. CanSkate* - organize a theme day as per the calendar – e.g. in February a pre-2010 mini-Olympics Day with different Olympic sport stations around the ice or a Fitness Day with different fitness-oriented activities
 - e.g. STARSkate* – introduce skaters to a new discipline and teach some basic skills e.g. synchro, pairs, ice dance, creative dance; invite a local expert to do an off-ice class e.g. conditioning, hip hop, jazz, step, pilates, yoga, etc.
6. Hold a fun team competition (non-traditional events e.g. relays, longest shoot-the-duck, longest power jump etc.) involving both CanSkate and STARSkate skaters. Use senior skaters or volunteers as judges and scorekeepers.
7. For the last 10 minutes of all CanSkate sessions, focus on the CanSkate Fitness Badge elements and award them during CanSkate Week.
8. For the last 10 minutes of all CanSkate sessions form teams with more advanced CanSkaters and introduce some basic synchronized skating skills. This is a fun way to promote synchro and adds variety to the session.
9. For the last 10 minutes of CanPowerSkate, STARSkate and CompetitiveSkate sessions, focus on fun endurance and strength exercises, e.g. interval skating (slow-fast-slow) to music, obstacle courses (going over and under invisible objects) and relay races in teams, using small weights while skating etc. These skaters might as well participate too!
10. Provide skaters with a CanSkate 25th Anniversary Week / Month Activity Tracker. Have skaters track their skating and any other physical activity



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they partake in a designated week. Award a certificate of merit to the most physically active skaters in each program.

11. Start a Wall of Fame, CanSkate Club etc on the club bulletin board to recognize skaters' hard work.
12. Recognize CanSkate Program Assistants via the club bulletin board, club newsletter and local newspaper (profile, photo).
13. In areas where skating competitions are being held, e.g. Sectionals, Challenge events, Canadians, etc, organize a bus trip (with a neighboring club to share costs) to attend.