



CANSKATE

Skate Canada Manitoba Day Program Club implementation Fall 2019 (September-November)

Objectives

Primary Increase your Club's CanSkate Membership for the 2019-2020 season

Secondary Draw attention to our sport and clubs

- Promote your CanSkate program - the best Learn to Skate Program in the country
- Kick start your skating year
- SCMB day activities will increase your communities awareness of your club and your learn to skate program

Who is participating?

Clubs and Regions across Manitoba can 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 awareness of your club in the community and for you to showcase your club's CanSkate program. The day will run as a real CanSkate session

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

THIS IS NOT JUST A REGISTRATION DAY!
THIS DOES NOT HAVE TO BE YOUR ONLY REGISTRATION DAY!

This day should involve demonstration and participation. The Participants should have a chance to engage in a CanSkate session either on or off the ice. This will give the parents an opportunity to see what the best learn to skate program looks like; 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, the buzz and hype can create a great turnout and increase registration numbers for your club.

Ideas:

- Provide off-ice circuits for non-skaters and parents to try
- Have a buy/selling of skates
- Have refreshments
- Create a club carnival feel
- Invite local dignitaries/celebrities to come and try the CanSkate session
- Show program is for all ages
- Hold a draw for a free CanSkate lesson package (for new CanSkaters only)

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Essentials:

- 1-2 hours of ice-time **OR** open floor space where a 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)
- Club Executive members
- CanSkate Coach(es)
- PA's (3)

What will happen on Skate Canada Manitoba Day?

Participants will arrive with the expectation to be able to participate in a CanSkate session **either on or off the ice**. Your club coach(es) 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 your club's CanSkate program is run. Your club should provide parents with a chance to register their children for the upcoming CanSkate season. Please make sure that your Club Executive members are present to speak to the parents and to provide assistance to the CanSkate Coaches.

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(es) with regards to this day. Ask your coach(es) to volunteer their time
 - c. Appoint a club sub-committee to organize Skate Canada Manitoba Day (2-3 people)
 - d. Complete the [online registration](#) form for a Club to register for a Skate Canada Manitoba.
 - e. Clubs can access the following CanSkate program materials from Skate Canada's [Membership site](#); Please note that you will have to login to access the materials. Once logged in click on "materials" then click on the "digital materials catalog" where you will be able to access and download:
 - i. Posters
 - ii. Coloring sheets
 - iii. Name tag template
 - iv. CanSkate music
 - v. CanSkate website banner

You can access Skate Canada's CanSkate **PROMOTIONAL VIDEO** on YouTube

- - <https://youtu.be/9Z7KBWwpVqU>



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- f. Clubs who register their day with Skate Canada Manitoba will receive additional information and materials from Skate Canada Manitoba:
 - 1. Social Posts that you can use to promote your event
 - 2. CanSkate Information sheet to give to parents
 - 3. Media contact list
 - 4. Promotional item (either for the club to use on-ice or as a giveaway)

- g. Be part of the province wide initiative and see your club's registration numbers grow!

To Register your club for a SCMB Day event Click on the link below
[REGISTRATION](#)

OR

If you have questions contact:

Skate Canada Manitoba: skate.exec@sportmanitoba.ca ph: 204-925-5708 fax: 204-925-5924

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