



Exciting new push for Aussie Skate™



18 December 2009 – In a move to broaden the national popularity of ice skating, the National Federation of Ice Skating Australia (ISA) is proud to confirm an intense promotional campaign for its learn-to-skate program Aussie Skate™. The timing of this push will coincide with the 2010 Winter Olympics and aims to capitalise on the increased attention on ice sports.

Aussie Skate™ is the only approved national learn-to-skate program and is designed for beginners of all ages. It promotes and encourages energy, health, fitness and self-confidence and will re-engage the nation with the vibrant culture of ice sports.

Ice Skating Australia President, Cathy Taylor explains the benefits that this program brings to the extended ice skating community. "The promotion of Aussie Skate™ is about increasing the number of skaters coming to the rinks regularly, so works to increase rink business. It is the 'feeder program' for all ice sports including figure skating, ice hockey and speed skating. In the future we hope to see Winter Olympic stars whose skating journey began with Aussie Skate™."

The Aussie Skate™ promotion will be achieved with the support of participating ice rinks around Australia. Posters, at the rinks, will promote the initiative, and local Public Relations (PR) support will be engaged to encourage families to be involved.

All registered Aussie Skate™ participants will receive:

- National 24/7 personal and accident policy – whilst participating in Aussie Skate™ classes and competitions
- The official Aussie Skate™ Handbook containing the standard national curriculum
- A professional package of information about all the ice sports together with other local promotional material, contained in the official Aussie Skate™ Backpack.

In addition, all registered Aussie Skate™ participants are eligible to compete in any sanctioned Ice Skating Australia Aussie Skate™ event in the country.

The **ONCE ONLY** national registration fee for Aussie Skate™ was set at \$66 (GST inclusive) by Ice Skating Australia in April 2009 and comes into effect on January 1st, 2010.

Taylor stresses that these initiatives come at no cost to the participating rinks. "There is no additional cost to rink management for being involved in this exciting promotion. In fact, they will enjoy a percentage of the registration fee back to cover their administration fees."

ISA has worked to make the involvement beneficial and simple for every rink that gets behind Aussie Skate™. Each rink will be supplied with information in both hardcopy and electronic format, including template press releases with images to supply to their local press.

"We want all our community to benefit with Aussie Skate™. This program will build a bigger, better ice sports community."

Order your Aussie Skate™ registration poster today for \$33.

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