

# HOCKEY WEEKEND ACROSS AMERICA

## “Try Hockey For Free”

### Saturday, January 30<sup>th</sup>, 2010

#### OVERVIEW:

Hockey Weekend Across America has been a big success as a national platform to celebrate the game and in 2010, the event will have a stronger focus on growing the game. USA Hockey is seeking at least 200 rinks offering a free trial of hockey on Saturday, January 30<sup>th</sup>. All hosting rinks are required to hold the free trial at a consistent time of 11:00 am – 12:00 pm local time. The final goal is to get as many first-time players on the ice and later transition them to each host site’s full-time programs.

#### PROMOTION:

Host facilities will be listed with their address and website posted on the Hockey Weekend Across America website. Additionally, free trial programs will be promoted to the public in all Hockey Weekend Across America media. USA Hockey will provide all host sites a template to make customized posters and flyers promoting the event to their local market.



#### SANCTIONING:

Contact your local Associate Registrar about registering your growth program with USA Hockey. They can help you host a sanctioned event and let the players participate without paying USA Hockey registration dues. They will just need to fill out a paper IMR with their information for entry. When you transition the player into the regular program, they would then need to become a member of USA Hockey. Players 6 & under are free, so they can be registered immediately.

#### STAFFING:

You will need extra volunteers to help with orientation and getting dressed. Many new families to the game don’t realize the length of time required to put on hockey equipment, have lots of veteran people ready to lend a helping hand. Extra coaches will be needed to make sure that first-timers get lots of personal attention. This is most likely the child’s first attempt at playing the sport, let alone on ice; be ready to assist the child with getting over their initial frustration.

#### EQUIPMENT:

We want to make this experience as easy and inexpensive as possible. Players will need the minimum requirement for equipment, host groups are asked to locate lender sets. Participants are required to wear HECC approved helmets and some form of glove; if hockey gloves are not available mittens and winter gloves are sufficient. They will also need skates and a stick. We recommend that they wear a full set of equipment. If you don’t currently have lender sets of equipment, work with the families of your local association to borrow the pieces needed.

#### FOLLOW-UP:

When the event is finished, we ask that you send us copies of the IMR forms that you had families fill out to gain access to the event. We would also be interested to learn how many new players you are able to convert to your regular hockey program

## SIGN-UP FORM

Facility Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Please return form to: USA Hockey, Attn: Program Services, 1775 Bob Johnson Dr., Colorado Springs, CO 80906  
P:(719) 576-8724 F:(719) 538-1160 kevine@usahockey.org