

# SCORE FOR SCHOOLS

*A Step-By-Step Model To Attract New Kids to the Rink*

## INTRODUCTION

Scores for Schools is a field trip opportunity for local schools to incorporate the science and physical education offered at an ice arena to students. It's one thing to get promotional information into the schools, but if you can get a child into the rink and send them home with a free open skating voucher in addition to programming flyers, the impact is two-fold. Because ice during the day is not often utilized, this is a great opportunity to expose kids who may not otherwise get to the rink.

Below is a template, used by other rinks and associations, to run a Score for Schools program.

## IDENTIFY TARGET SCHOOLS

### Location

- Target schools located closer to the rink

### Grade Range

- Suggested grades 1 - 6

### Group Size

- Larger school systems, bring entire grade
- Groups Average 60-75 kids
- Can break up larger groups into separate days
- Timing: spread throughout the week

### Agenda

- Science tie-in
  - How ice is made
  - Ice resurfacer, compressors, temperatures and tour of facility
- Physical Education
  - On-Ice basic skills in Open Skating Area
  - Learn to Play Hockey Area

### Equipment

- Skates & helmets provided; participants need to bring gloves

### Follow-up

- Packets of Information
  - Flyers
  - Free Open Skating Voucher

**For more information, contact Program Services at  
(719) 576-8724 or [growthegame@usahockey.org](mailto:growthegame@usahockey.org)**

