



Using National Roller Skating Month to Promote **LEARN TO SKATE CLASSES**

National Roller Skating Month offers the skating industry the chance once a year to promote roller skating on a national and local level. The month-long campaign is designed to attract new customers to skating and encourage existing skaters to come more frequently. What better time than this to unveil a Learn to Skate Program in your community. Take advantage of the month of October to publicize opportunities for the public to learn how to skate both in your facility and at other locations. During these Learn to Skate sessions; use coaches, teachers, your best employees or yourself to help the public become better skaters.

It is a proven fact that if a person knows how to skate well, they are much more likely to go roller skating. If a person goes to a roller skating center and doesn't know how to skate, there is a good chance they will not enjoy the experience, therefore, they may not return. National Roller Skating Month is an opportunity to provide centers with a platform in which to offer skating lessons in your community.

Here are some ideas for implementing a Learn To Skate Program in your area for National Roller Skating Month:

- **School Visits** – offer to bring roller skates to your local schools for sessions in their gymnasiums. Teach kids the fundamentals of roller skating, then at the end of the session reward them with skating passes.
- **Free Lessons** - Offer free lessons one hour before a regular session. Chances are the skaters will want to pay to attend the regular session now that they have learned how to skate.
- **Family Lesson** – Reserve a special session just for families to come in and learn the basics of skating. Offer a meal package so families can make it a complete night out on the town!
- **Jam Skating Lessons** – Looking for something new to add to your center? Offer jam skating lessons. Contact one of the jam skating organizations to locate a jam skating instructor.
- **Mall Lessons** – Contact a local mall to see if they will let you come in for an afternoon and give lessons in the middle of the mall.
- **Sporting Goods Store** – Contact a sporting goods store in your area to see if they will let you offer free lessons in their store in exchange for placing posters, flyers or other items from their store in your rink. Distribute skating coupons at the store while you are giving lessons.
- **Public Officials and Celebrities** – See if you can get your mayor, councilman, high school football coach, or other local celebrities to come into your center for a “private” lesson. Invite the media to cover the lesson.
Proclamation – Don't forget to contact your local government office to request an official proclamation or resolution proclaiming it National Roller Skating Month in your city or town.
- **Press Release** – Issue a press release with information about the skating lesson opportunities you are offering.

Skating Training Material

RSA skating centers can purchase the Teaching Beginners the FUN-damentals of Roller Skating instructional DVD or Booklet. These tools were adapted from the curriculum used at the SKATERY in Pillow, Penn., but it is adaptable to any skating center. To make the most of it, skating centers are encouraged to customize the program to their needs and those of their students. The program includes five recommended skating levels (pre-skater, beginner, basic beginner, intermediate beginner and advanced beginner), but the names can be changed as necessary. Choose from the DVD and/or Booklet for \$10 each.

Order online at www.rollerskating.org or call the RSA at 317-347-2626.

