

Ideas for National Roller Skating Month

- **Social Media Challenges** – With the high volume of kids on phones and other electronic devices trying to video tape themselves to get their minute of fame like the Kiki challenge, it is a great tool of 20th century to capitalize on. Have a skater do an item or skating skill and make it a challenge. Keep it simple but allow for variations. It could be a two foot spin, and people who are more skilled can do more complicated spins. You can have your own kids take part of the challenge and have them posted on your Facebook page, website or any other social media outlets. Highlight the skaters as stars.
- **Super Skater Test Center Video done on movie apps** – There are various apps out there that will take a video of your skaters and make it exciting, that gives the skaters and parents something to share with all their friends. Again give those kids a chance to be a star to friends and community. When I was little and my friends would come to a school party, I go out there and start jumping and spinning. The kids would say how do you do that and you say I take lessons. By opening up social media, you are increasing that interest of skaters in skating, you are lighting that spark.
- **Video Contests**
- **Kick Off National Roller Skating Month Special** – Purchase admission for full price on September 31 and it will cover session on October 1st and 2nd. This will get the kids to start skating again.
- **Skater post a picture or video on social media** at your rink, tagging your skating center for a special prize or discount.
- **VIP Family Package** – includes a ½ hour lesson, session, food and drink for a special rate.
- **Lesson voucher with the purchase of a skate mate.**
- **FREE Lessons**
- **Session Lessons** – private lessons during session time
- **Session Class** – a skate class as part of the session.
- **Group Lessons** with scouts, churches, birthday parties.
- Include **skating lessons in a birthday package** prior to birthday party, let the kids feel like a hot shot also retain the money of the birthday party.
- **Stream cast DJ's** into your skating center with videos across rinks nationwide.
- **Place pictures of skaters on projectors and monitors** with congratulatory message for achievements.
- **Adult lessons** for adults who want to learn to skate but don't want to look foolish in front of their children.
- **Food drive or charity skate**
- **Lip syncing flash mob video** with staff and skaters for social media purposes.
- **Boomerang videos** of skater skills
- **Local contest**, day meet for speed, hockey, art open to the public.
- **Games**

- Relay Races
- Four corners
- Shoot the duck or squat contest
- Limbo
- Crazy couples and trios
- Freeze Frame with last person rolling
- Follow the leader with a train or conga line
- Trivia question – first person to give the correct answer
- **Shuffle Skate**
- **Skate Sale offers**
 - Sessions equal to the value of the skate
 - Lessons
 - Classes
 - Tokens
 - Discount on next Birthday Party