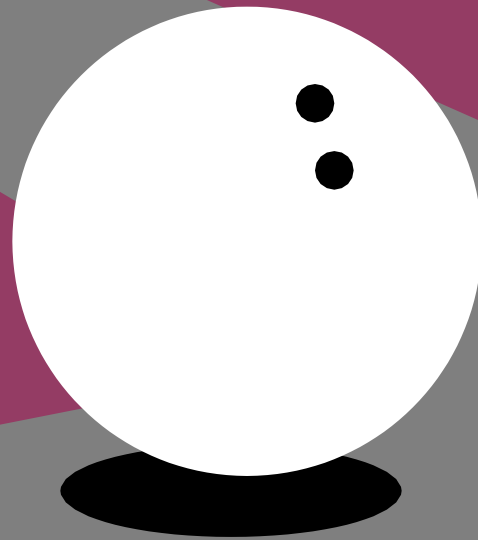


SQUASH BC PRESENTS

BC WOMEN'S SQUASH

10 WEEK CHALLENGE

SEPTEMBER 21 – NOVEMBER 30, 2020



WHY SUPPORT THE WSW 10 WEEK CHALLENGE

Squash BC's Women's Squash Week (WSW) has been one of the most successful player recruitment tools in the sport association's suite in past years. This year with the challenge of COVID, the focus is to inspire and motivate female players to get back on the court and play.

STATS FROM 2018

- **308 Participants**
- **16 Clubs/Facilities**
- **18 Events**

21% increase in
Participants



38% increase in
Events

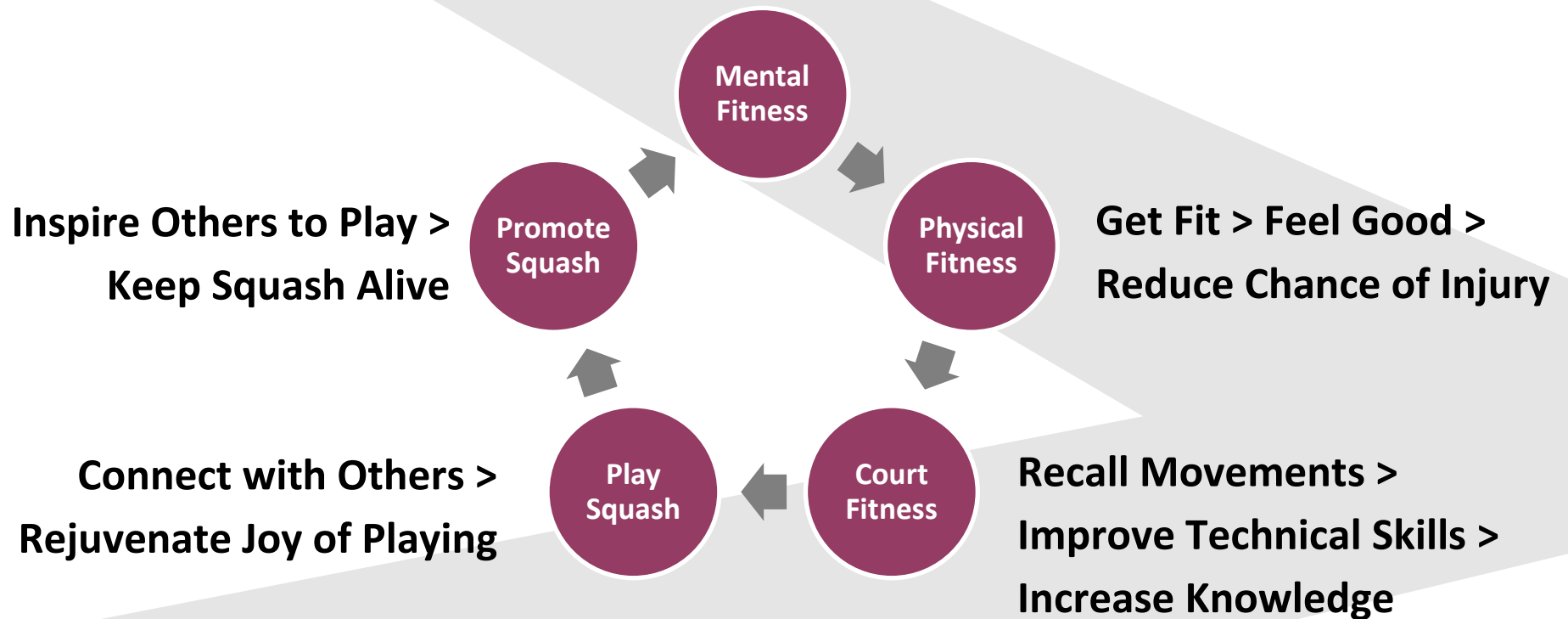
STATS FROM 2019

- **375 Participants**
- **17 Clubs/Facilities**
- **25 Events**

WSW2020 10 WEEK CHALLENGE PLAN

Shift Mindset >

Ignite Motivation and Passion



WSW2020 10 WEEK CHALLENGE PROGRAMS

Mental
Fitness

Shift Your Mindset Online Activity
Gender Equity in Squash Webinar
Return to Squash (R2S) Guideline

Run for Women Event
Off Court Fitness Drills Video
Physio Tips on Avoiding Injury Video

Physical
Fitness

Court
Fitness

Officiating Clinic Webinar
Court Drills Video
Covid Safety on Court Video

In House Ladder Program
Team Bubble Program
Squash BC Membership Incentives

Play
Squash

Promote
Squash

World Squash Day Event
Squash Canada Mentor Program
Females in Squash Seminar

HOW YOU CAN MOTIVATE PARTICIPANTS

Create awareness and enthusiasm to maximize participation in the **10 Week Challenge** at your facility. Here are several recommendations.

DIGITAL MEDIA: Post programs in your facility's newsletter and/or website

SOCIAL MEDIA: Post programs on your social platforms and encourage posting of participation photos **#WSW2020BC**

IN HOUSE PROGRAM: Create in house ladders to encourage safe cohort playing

PARTICIPATION BOOSTERS: Provide incentives that make it more attractive for women and girls in your community to participate and return to play

- Discounts on membership (1st month free, 50% off 3 months)
- Discounts for friends and relatives of members
- Discounts on lesson packages (2 for 1, set of 5 for 3)
- Discounts on equipment purchases at your pro shop



SUPPORT FROM SQUASH BC

Squash BC is committed to promoting **WSW 10 Week Challenge** and making it successful!

See Squash BC Website (www.squashbc.com) for more info and follow us on Instagram / Twitter / Facebook / YouTube

#WSW2020BC #sheCANSquash

FOR MORE INFORMATION CONTACT **REBECCA ANTON** AT

office@squashbc.com

OR GO TO <https://www.squashbc.com/w/play-squash/women-in-squash/womens-squash-week>

