



# Community Recreation Handbook

## For Northern Saskatchewan

ihcāwinisihk ohci athisithiniwak kā-wīchīwīcik ācimowasinahikan  
hayorilaze sa tsi dihlise  
ocīnāsa nanātohk kā otamiyohk masinahīkanis



Funding provided by:



Community  
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Full handbook available at:

[http://www.nscrd.com/uploads/document/files/  
complete-handbook-en.pdf](http://www.nscrd.com/uploads/document/files/complete-handbook-en.pdf)

Written By

Flo Frank

for the Northern Sport, Culture and Recreation District

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## ***About the Cover Page Artwork***

Community recreation such as sports, culture, arts and other recreation events not only promotes a healthy lifestyle, but also indicates community pride, wellbeing and functioning. Well organized events and gatherings are a positive experience for everyone – organizers, participants, volunteers and other community members. The artwork on the cover depicts typical northern Saskatchewan community events from ski racing, dance groups and voyageur canoe paddling to cultural gatherings with traditional hand games. The activities are set on the background of the medicine wheel to emphasize year round community recreation as an important part of the holistic approach to wellbeing.

## ***About the Artist***

Miriam Körner is a writer, photographer and visual artist. Her fascination with the enchanting yet unforgiving North, its people and traditional life-styles is a common subject in her artwork. Miriam lives with her husband and 17 sled dogs near La Ronge, Saskatchewan.

## ***About the Author***

Flo Frank of Common Ground Consulting Inc. (Meacham, Saskatchewan) is the author of this handbook. She has worked and lived in northern Canada for most of her life (in part in Uranium City, Saskatchewan) and is respected internationally for her work in community development. One of her first jobs was Senior Recreation Director for The Department of Culture Youth and Recreation in Alberta, so she understands the sector very well. She has written over 30 community “How To” or self-help books, and she provides training and workshops on most of the topics in this handbook. Her love for the north, her respect for sport, culture and recreation and her down to earth - common sense approach is very evident in this handbook.

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“I think the handbook will be a very helpful guide for northern communities and especially new staff working in the recreation sector ... maybe it can even help with the high turnover. We need to have a more consistent structure and there are tools here to help us do that.”

Estelle Laliberte, Executive Director, Buffalo Narrows Friendship Centre

“This handbook looks like a fantastic resource with a great deal of useful information. I will be sure to use it and promote it to the many clients and communities I serve through SaskCulture Inc. The content will certainly assist communities in developing and maintaining sport, culture and recreation activities at a local and provincial level.”

Damon Badger Heit, Coordinator of First Nations & Métis Initiatives, SaskCulture Inc.

“It has a lot of information and good examples and stories that people in the north can relate to.”

Robert Yew, Canoe Lake Recreation Director

### ***Permission and Use of Handbook Content***

This handbook was developed over several months in 2009 and 2010 and released in October, 2010. The tools in this handbook come from a variety of sources with their permission, and credit is given on each tool where possible. The tools are intended for community organization's day-to-day use, and they may not be sold, mass produced, used in workshops by a professional paid trainer or distributed for profit without the permission of NSCRD – see contact information at the back of the handbook.

### ***Credits and Thanks***

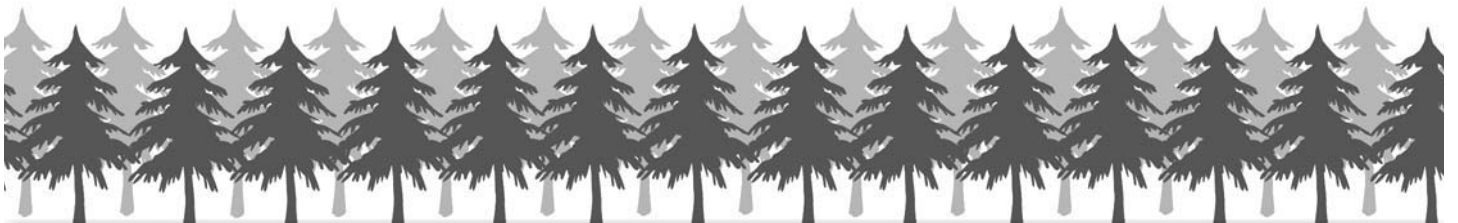
The NSCRD would like to thank all the people who contributed to the development of this handbook. Special thanks to our members – the communities of northern Saskatchewan – for your quotes, stories, examples, and input into the handbook to make it yours – unique to the north and practical. Thank you to Marc L'Heureux for allowing us to use his northern photographs in this handbook.

We would also like to recognize the NSCRD staff working group as well as our contractor Flo Frank and her assistant Ley Ward for their genuine commitment to this handbook. To the Administration Centre Printing Services for the design and layout work. Finally, thank you to the Community Initiatives Fund for their funding which made this handbook possible.

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# ***11. Promotion***



## Introduction

Promotion is a specialized form of communication focused on getting the word out about something or promoting certain events, concepts or ideals. Most northern sport, culture or recreation activities have a promotion plan or a way to let everyone know what is going on. Some people call this advertising or marketing, and there is often a budget for costs such as posters, radio/TV ads, or brochures.

Promoting what we do also includes “tooting our own horns” or telling people what we have accomplished and why they should be interested in, involved with or supportive of the things we do. Success stories not only build the self-esteem of those directly involved, but also help whole communities to feel better about themselves. It is not bragging in a bad way to promote the good things that are happening as a result of your programs, services or activities.

Promotion is often seen as the tools and processes used to get people to do something – like come to the game, join a team, donate money for a cause or support local programs. Brochures, posters, websites and newsletter are common tools used for this purpose. We can promote ideas, events, candidates and a wide range of activities all connected to our desire to get people involved or to have them participate in something. Political messaging is also a consideration and is most often linked to the promotion of our work or to advocacy for our funding, causes and concerns. Whenever we seek support, we are promoting ourselves, our work or our communities, so it is important to do it well.

## Community Engagement through Promotion

Certain types of promotion are designed to influence how we think, what we value and how we behave. Other types of promotion help generate interest and get people involved. The getting people involved type of promotion is often called promotion for community engagement. It operates on a basic set of assumptions: to get people involved in something they need to be aware of it, be interested in it and then motivated to do something. This type of engagement promotion has to appeal to their values, beliefs, curiosity or interests.

Sport, culture and recreation have some key messages that form the philosophy of the programs and services provided. They are a type of social messaging through promotion. Some of these messages are the promotion of healthy living, active lifestyles, pride in our culture and community spirit. Other messages are about coming out to an event or taking part in a program – get involved – volunteer – take part in any way you can.

Promoting ideas to get people involved is all about establishing the message, the messenger, and the frequency of messages. It should be fun, but also well thought out because our promotion can reach a very wide audience very quickly and is the “calling card” of the organization. Particularly true if you are not from the north.

### Media and Political Relations

The media helps broadcast the news and is a useful vehicle to promote, advertise or get stories told. Having a good working relationship with local media such as radio, TV and newspapers can be very helpful when trying to share general information, promote an event, or focus some attention on a concern or a job well done. Most people working in the public media are well trained and happy to offer tips and advice on how to provide them with information they need in order to serve your community/organization.

Political and other influential relationships require a special type of communication and strategic thought about what it is you want them to know, what you want them to do, and how and when you would like them to do it. Most politicians are elected and rely on votes to keep them in their positions. Therefore, it is to everyone's advantage to create awareness and interest in what is happening through sport, culture and recreation and to invite politicians to be partners (or at least friends) with what you are doing. It is better to build a relationship over time than to try to connect suddenly when there is a need or issue. This is particularly true when the elected officials or decision makers are in the south rather than in the northern community.



### The Northern Context

One of the best ways to promote things in the north is through word of mouth. Word travels quickly (for better or worse) about what's going on and what people think of it. Northern radio is often the very best way as everyone (of a certain age) listens to it. Because our communities are small and everyone goes to the store or post office or the band office, it is easy to get the word out by putting up posters or through newsletters or brochures.

We all like to hear positive news, so in the north it a good idea to promote success stories and accomplishments so that others can see what is going on, who is doing what and to know why it is a good idea to get involved. Our issue is getting this information to people in the south who need to know more about the north.

**“We use radio all the time to advertise our announcements and programs – the best time slot is just before Bingo!” – Northern Bingo Player**

## What's Important to Know?

- ★ Building relationships with the media and political leaders is an important part of promotion and maintaining these relationships takes time and effort.
- ★ The more you promote what you are doing the better – but learn to do it well.
- ★ Coordinating your promotional efforts reduces the amount of mixed messages or confusion particularly if what you do is similar to another group.
- ★ Training is a good idea if you are working with community relations or promotion.
- ★ Increased community involvement is often a result of good promotion.
- ★ Keep your promotional materials simple so that everyone can understand them.
- ★ Community knowledge is the key to finding the best ways to get the word out.

## Tips and Advice

1. Know your audience and find the best way to reach them.
2. Make sure that promotion materials are professional and relevant.
3. Where possible use public service announcements to keep costs down.
4. Keep messages positive to build local confidence and pride.
5. When in doubt, ask for help.
6. The media and politicians both like to know what's going on – so tell them.
7. Promote your community (and its events) every chance you get.



### Story

At Charlebois Community School in Cumberland House, students find out what is happening for evening and weekend programs by checking out their facebook page under “Charlebois Recreation Coordinator”. It has daily updates of activities and there were fifty friends signed up within days of setting up the new site. This is a good example of using technology that the youth are using to communicate.

“I feel that by hosting (and volunteering for) cultural and sporting events in the far north, many people receive a first hand view of the true northern culture.” – Accommodations Committee, Northern Saskatchewan Games and Cultural Festival, Black Lake

“I put posters up all over the community and they were all taken down. So I put them back up again – and not only did we get good representation but I ended up having to take my posters down after the program.” – Blair Eyahpaise, Community & School Recreation Coordinator, Hall Lake



### 11. Promotion

- Marketing and Promotion
- Benefits and Marketing Messages
- Creative Promotion and Marketing Ideas
- Sample Poster
- Sample Registration/Waiver Form
- Sample Media Release

### Marketing and Promotion

(Source: Manitoba Recreation Director's Handbook)

#### Marketing

No matter how well prepared and organized you are, a program cannot succeed without participants. People must be made aware it exists, have some idea of the benefits it offers them, and know the details (who, what, when, where, why and how much). People need to be informed, educated, inspired, motivated, sometimes persuaded and often reminded, to come to programs.

This is where marketing comes in – it is essential to the success of your program. It is your way of letting folks know what's coming up and motivating them to come out. It is important marketing be timely and creative. People need to know well enough in advance, (but not too early or they forget), and be adequately enticed.

#### Promotion

How well you are able to communicate with the public determines the success of your program promotion. Although the methods for promotion may vary, the information that needs to get out in the community remains the same. Be sure to communicate who, what, where, when, for whom and how much

- Who – is organizing the event?
- What – is the program being offered?
- Where – will the event take place?
- When – is the program?
- Whom – is the target population?
- How much – is there a fee?

### Benefits and Marketing Messages

(Source: Recreation Connections Manitoba)

Following is a summary of the key promotional and marketing messages. Use them to build community and local council support for your programs.

#### Marketing Message 1: Recreation and active living are essential to personal health.

Recreation and active living:

- Help people live longer – adding up to two years to life expectancy
- Prolong independent living for seniors by compressing the disease and impairment period associated with aging
- Significantly reduce the risk of coronary heart disease and stroke, the leading cause of death in Canada
- Combat osteoporosis which affects 25% of postmenopausal women
- Combat diabetes, the fourth ranking killer disease after heart disease, cancer and respiratory disease
- Help prevent site-specific cancers, particularly in the colon, breast and lungs
- Help prevent and rehabilitate back problems, affecting 25% cent of adults
- Contribute to mental health, reducing stress and depression and contributing to emotional/psychological wellbeing
- Enhance overall health and wellbeing which are critical to personal quality of life
- Recreation is a proven therapeutic tool used in hospitals, clinics and communities. It helps restore physical, mental and social abilities

#### Marketing Message 2: Recreation is a key to balanced human development.

Recreation is essential to the development of our children and youth. It teaches:

- Physical motor skills through play and sports
- Social skills through play and sports
- Creativity through play and arts/cultural activity
- Intellectual development and other life skills through play

Recreation helps adults develop their full and holistic potential – physical, social, creative, intellectual and spiritual.

In a society where life-long learning is essential, recreation and adult leisure provide exceptional learning opportunities.

Parks and natural environments can have great spiritual meaning. Arts and culture are a significant way of exploring spirituality.

### **Marketing Message 3: Recreation and parks are essential to quality of life.**

Recreation, parks, sports, arts and culture:

- Build self-esteem and positive self-image – foundations to personal quality of life
- Enhance life satisfaction levels
- Enhance perceived quality of life for individuals, families and communities.
- Nurture growth, acquisition of life skills and independent living for those with a disability

### **Marketing Message 4: Recreation reduces self-destructive and anti-social behavior.**

Recreation, parks, sports, arts and culture:

- Reduce self-destructive behavior and negative social activity in youth – an antidote to smoking, Substance abuse, suicide and depression
- Reduce crime – particularly in juvenile delinquents
- Reduce racism – building understanding between diverse cultures
- Reduce isolation, loneliness and alienation

### **Marketing Message 5: Recreation and parks build strong families and healthy communities.**

Recreation, parks, sports, arts and culture:

- Help children and youth remain connected; helps couples stay together
- Provide safe, developmental opportunities for latch-key children
- Produce leaders who serve their communities in many ways
- Build social skills and stimulate participation in community life
- Are often catalysts that build strong, self-sufficient communities (sports groups, arts guilds, adopt-a-park)
- Help people know and understand their neighbors, history and environment
- Build pride in a community

### **Marketing Message 6: Pay now or pay later.**

Recreation reduces health care, social service, police and justice costs.

Recreation:

- Reduces the incidence and severity of illness and disability, to lower health care costs
- Supports families, to reduce costs of social service intervention and foster care
- Reduces crime and social dysfunction, to decrease police, justice and incarceration costs

### **Marketing Message 7: Recreation and parks are significant economic generators in your community.**

Recreation, parks, sports, fitness, arts and culture:

- Improve work performance – increasing productivity, reducing absenteeism, staff turnover and on-the-job accidents
- Attract businesses to the community – prime economic development and relocation magnets
- Are attractions that draw tourism – the third largest and one of the fastest growing industries in the world
- Are significant employment generators on their own – providing many jobs
- Investments often yield large economic returns through money generated by events, capital development and ongoing services. The money is spent several times in the community – the multiplier effect.
- Increase property value and tax revenue, on adjacent land – many developers are automatically including parkland, golf courses, etc. as marketing features

### **Marketing Message 8: Parks, open spaces and natural areas are essential to ecological survival.**

Green spaces:

- Protect habitat, biodiversity and ecological integrity
- Improve air quality, removing carbon dioxide, sulphur dioxide and other pollutants from the air
- Promote outdoor recreation, one of the best approaches to environmental education and a key to long-term sustainability
- Protect land from over development and mitigate against potential environmental disaster like flooding, slip zones, aquifer depletion
- Allow trail and pathway systems – save energy and protect air quality by encouraging non-motorized transportation
- Promote arts and culture, one of the best ways of expressing the spirituality of the land and encouraging stewardship ethics

### Creative Promotion and Marketing Ideas

(Source: Manitoba Recreation Director's Handbook)

**Logo.** Develop a logo; it's your trademark. Be creative, and make sure it symbolizes your organization, event or program series. Consider a logo contest to get some great ideas.

**Brochures/Flyers.** Pass them out, put them in cars, in mailboxes, etc.

**Free Tickets.** Give out free tickets to upcoming events to the first "so-many" participants who show up at your activity.

**Fortune Cookies.** Make up special fortune cookies with information regarding upcoming events and maybe a few free admission coupons.

**Pocket Calendar.** Have a calendar of upcoming events printed on cards.

**Announcements.** At half time of sporting events, make announcements of your upcoming programs.

**Balloons.** Write promo on a bunch of balloons and hang them around the community.

**Bulletin Board Display.** Put together a creative and enticing bulletin board display at the schools, band office, hall, store, etc.

**Candy.** Pass out candy with a message attached.

**Free Popcorn.** Distribute free popcorn and flyers for the event.

**Footprints.** Place footprints leading to the event.

**Kites.** Fly kites with messages on them.

**Top Ten List.** Post the top ten reasons why people should attend the event (1 per day).

**Chalkboards.** Write notices on chalkboards in the schools.

**Posters.** Be inspired. Make odd shaped and dynamic posters.

**Jigsaw Puzzle.** Progressively fill a jigsaw puzzle-type ad (curiosity gets them all the time).

**Road Signs.** Make posters shaped like traffic signs ("stop for this event," "yield to your urge to go").

**Where's Waldo?** Create "Where's Waldo?" type drawings with your own character (mascot, performer, etc.) on place mats or posters.

**Newsletters.** Develop and distribute newsletters that announce events, have coupons, games, coloring, photos from other events, recipes, etc.

Sample Poster  
(Source: NSCRD)



# Hip Hop/Beat Making/DJing/Breakdancing Program

Are you interested in hip hop, DJing, beat making, and break dancing?  
Then this workshop is for YOU!

**When? July**

Day 1 – 9:00 am–4:00 pm, Day 2 – 9:00 am-12:00 pm

**Where?**

**Who? Youth aged 12-24**

**What?**

The NSCRD and the IMP Labs of the University of Regina have partnered to offer a project in your community that would provide exposure and experience in these areas (hip hop, DJing, beat making, graffiti art, break dance, etc..) and would include:

- A 1.5 day workshop in your community with three workshop facilitators from the U of R, lead by Dr. Charity Marsh. During the 1.5 day workshop participants will learn:
  - basic musical elements used in hip hop tracks;
  - how to structure a song (intro, chorus, verse, bridge, hook, etc.)
  - how to create beats on the MPC and transfer music to the computer;
  - edit and mix beats in different audio computer programs (Ableton Live, Garage Band, etc.);
  - the beginning elements of DJing (cue, baby scratch, mixing, connecting beats)
  - the beginning elements of breakdancing

The workshop can have up to 25 youth.

- A one-week intensive training at the IMP Labs for two people who are willing to learn more to continue to lead a program with the youth in your community. These two leaders/mentors will be selected to attend this training after your 1.5 day workshop in your community. They will learn more in your community's area of interest and build their skills to lead a program back in your community. This would occur the week of August 16-20, 2010.





**What are the IMP Labs?**

The Interactive Media and Performance (IMP) Labs are located in the Faculty of Fine Arts at the University of Regina and are the infrastructure for Dr. Charity Marsh's research on popular music and media in western and northern Canada. The IMP Labs house an electronic music and beat-making production studio, an interactive DJ studio, and an ethnomusicology lab. For more information on the IMP Labs go to [www.interactivemediaandperformance.com](http://www.interactivemediaandperformance.com).

This program has also been supported by the Northern Lights School Division #113.



## Sample Registration/Waiver Form (Source: NSCRD)

Northern Sport, Culture & Recreation District	Participant Registration / Waiver Form
<p style="text-align: center;"><b>PARTICIPANT CODE OF CONDUCT</b></p> <p>The Northern Sport, Culture &amp; Recreation District is directed by the highest standards to promote and provide recreation, sport and culture services and activities for the benefit of all residents in the Northern District. Therefore, participation in District Programs demands high standards of personal conduct.</p> <p>The Code of Conduct identifies the standard behaviour, which is required of all participants while travelling to, participating at, and returning from District Programs.</p> <p><u>ALL</u> participants shall abide by the following guidelines:</p> <ul style="list-style-type: none"> <li>✓ Represent your community as ambassadors, with dignity, personal integrity and within the spirit of good sportsmanship.</li> <li>✓ Show respect for:                             <ul style="list-style-type: none"> <li>○ Participants from your own community</li> <li>○ Participants from other communities in the District</li> <li>○ Rules and standards set down by the District and/or Host Community</li> <li>○ The people and property of the Host Community including staff, volunteers, spectators, local businesses, etc.</li> </ul> </li> <li>✓ No participation in illegal activity or in the consumption of alcohol or illegal substances, and avoid all unsafe and unacceptable circumstances.</li> </ul> <p><b>Discipline Policy/Procedures</b></p> <p>Any and all violations of the Code of Conduct will be immediately brought to the attention of the program coordinators. Discipline may result in the participant's removal from the program, with the return of the offenders to their home community at their own expense, and suspension from all future District programs.</p> <div style="text-align: center;">  <p><b>PHOTOGRAPH RELEASE</b></p> </div> <p>Completion of this form authorizes the use of any photos or videos taken during the program or event to be used for non-profit purposes such as reports, media coverage, advertising and promotion. If you do not wish to have your photograph used in this manner, please check this box <input type="checkbox"/></p>	<div style="text-align: right; margin-bottom: 10px;">  </div> <hr/> <p>Program / Event _____</p> <hr/> <p>Date &amp; Time of Program / Event _____ Location _____</p> <hr/> <p>First Name _____ Last Name _____ M / F _____</p> <hr/> <p>Mailing Address _____ Community, Prov. _____ Postal Code _____</p> <hr/> <p>Phone (H) _____ Phone (W) _____ Fax _____</p> <hr/> <p>Birth date (MM/DD/YYYY) _____ Hospitalization # _____ Email _____</p> <hr/> <p>Emergency Contact Name _____ Phone _____</p> <hr/> <p>Any medical information or allergies? (i.e. medications, allergies, food concerns) _____</p> <p><b>WAIVER &amp; RELEASE</b></p> <p>The registrant agrees that the Northern Sport, Culture &amp; Recreation District, Employees, Partners and / or Host Organization/Community will not be held responsible for any accident, illness, loss or damages that occur while traveling to, participating at, and returning from District programs.</p> <p>The registrant understands that they may be exposed to real risks of injury, or even death, from accidents traveling to and from or during the program/event. The registrant authorizes dental, medical treatment or surgical operations if such treatment is deemed necessary during the event/program.</p> <p><b>VOLUNTEER CHAPERONES</b></p> <p>The registrant or parent /guardian (if under 18) understand that this program/event may involve the use of volunteer chaperones. It is the registrant's or parent/guardian's (if under 18) responsibility to ensure they accept the chaperone selected by their community and consent to their roles and responsibilities with regards to: travel and transportation (i.e.: driving a vehicle, snowmobile, or boat); supervision; discipline; and overall safety of the registrant.</p> <p><b>ACKNOWLEDGEMENT</b></p> <p>I hereby acknowledge that I have read and understand the information under the following headings contained in this document: Participant Code of Conduct, Photograph Release, Waiver &amp; Release, and Volunteer Chaperones. I agree to abide by all program/event rules and regulations as outlined by the District and/or Host Organization/Community. I verify that all personal information provided is correct.</p> <hr/> <p>Participant's Signature _____ Date _____</p> <hr/> <p>If under 18 – Parent or Guardian Signature _____ Date _____</p>
<p>★ Northern Sport, Culture &amp; Recreation District (NSCRD) ★ Box 1097 ★ La Ronge, SK, S0J 1L0 ★ ★ Phone: 306.425.3127 ★ Toll Free: 1.877.777.6722 ★ Fax: 306.425.4036 ★ Website: www.nscrd.com ★</p>	



### Sample Media Release

(Source: NSCRD)



For immediate release

### 2010 Northern Physical Activity Month

June 22, 2010

Thirty-two northern communities, community organizations, schools and workplaces “Sprung to Action” and participated in the 2010 Northern Physical Activity Month in May. Northern Physical Activity Month (NPAM) is proudly coordinated by the Northern Sport, Culture and Recreation District (NSCRD), and supported by the Northern Healthy Communities Partnership. It is a program that encourages northern communities, schools, workplaces to implement programs, policies or initiatives that support people in the north to be more physically active. This year’s theme was “Spring to Action... with 30/30/30” – the 30/30/30 idea is to break up the 60-90 minutes of physical activity children and youth need every day into manageable “chunks” of 30 minutes at school, at home, and in the community. Many ideas to increase physical activity and decrease screen time (watching TV, video games, etc.) as well as poster and other templates and information for NPAM were provided in the program package developed by the NSCRD.

Some of the examples of initiatives this year include: many activity log programs where participants logged their physical activity daily; community clean ups, new school initiatives like ‘Fitness for 15’ (minutes every day at school) and an ‘Activity Melt Down’; information and awareness initiatives; a culture day focusing on physical activity and healthy eating; sports; walking coffee breaks; a Family Bike Ride; Walking Poker Rallies, and much more. “(NPAM) ... boosted those who had become more sedentary over the winter. A number (of participants) wrote comments about noticing the inactivity hours and it was an eye opener (about their activity log tracking).” says Deborah Gibson-Dingwall, who coordinated NPAM at NORTEP in La Ronge. “The people with high cholesterol or other health issues are walking seven km, both ways and some are walking to work instead of driving.” Says Margaret Sinclair, NPAM program coordinator from Southend.

All communities, schools and workplaces that provided a brief follow up were entered in the grand prize draws which were made at the NSCRD Annual General Meeting on June 18th. Winner of the community and/or school grand prize draw for a Flaman Fitness Voucher worth \$1,500.00 was: La Loche Friendship Centre/Sport, Recreation & Culture Council. Winner of the workplace or small organization grand prize draw for a \$500.00 Physical Activity Equipment Prize Voucher (business to be determined by the winner) was: NORTEP.

“Congratulations to all the participating northern communities, schools and workplaces! We encourage you to keep up the great physical activity programs, policies and initiatives year round. The Active Healthy Kids Canada 2010 report card gave Canada a failing “F” again this year. As families, schools, and communities, let’s do our part to ensure our children and youth get the 60 – 90 minutes of physical activity they need. If we break it up into 30 minutes at home, 30 minutes at school, and 30 minutes in community programs and facilities, our kids can get the physical activity they need more easily. The benefits to their health, academic achievement, and self-confidence are worth it.” Says Judy MacLeod Campbell, Program Manager for Culture & Community Development with NSCRD.