***Media Advisory #1***

***Targeted to local media, community newsletters and coming events listings in your community***

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**Media Advisory**

**# TrySquash at (insert club/venue name) during Squash Day in Canada**

**Date (your town/city)** The (name of your club/facility) is one of hundreds across Canada who will participate in Squash Day in Canada, a joint effort of Squash Canada and ParticipACTION.

The [ParticipACTION 150](https://www.participaction.com/en-ca/programs/participaction-150-play-list/activities/squash) Play List encourages Canadians to try 150 activities this year in celebration of our country’s 150th anniversary. Participating in Squash Day in Canada on September 30th will be a great opportunity for Canadians to try a new sport and check off another activity on their personal Play List.

Anyone from 8 to 88+ can reap the benefits of playing squash, and enjoy the fun, fitness and friendship of this great sport. Equipment, court time and instruction will be offered. All are welcome!

Date: September 30

Time: (insert time of the event taking place – e.g. 9:00 a.m. – 12:00 noon)

 Indicate if different groups are encouraged at different times.

 e.g. 9:00 a.m. - Girls and Boys 14 and under
10:00 a.m. – Seniors session
11:00 a.m. – Adult session

Location: (insert street address, and indicate any room)

 Hyperlink to a Google map directions

 Include public transit details

Presenting: List your coaches/demonstrators/squash pro/activity coordinators

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Contact:

Name
Position
Email address
Telephone number: (Indicate if cell phone) Note: Ensure contact person is available daytime and evening as media outlets often operate outside of normal business hours.

***Media Advisory #2***

***Targeted to local media, community newsletters***

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**Media Release**

 **(insert name of club/court/venue) invites everyone to Squash Day in Canada**

**Date (your town/city)** The (name of your club/facility)is one of hundreds across Canada who will participate in Squash Day in Canada, a joint effort of Squash Canada and ParticipACTION.

The (club/facility) will offer special programs to introduce the sport to new participants of all ages. Whether you’re looking for an activity that offers great fitness, or looking for the fellowship that comes along with the sport, this day will provide you with the opportunity to #TrySquash.

Anyone from 8 to 88+ can reap the benefits of playing squash, and enjoy this great sport. You can explore singles or doubles play, and league play as well. There is an excellent high performance development program that starts with Junior and goes right up to Masters. And it can all start by coming out on September 30th and getting to know all about the sport.

“Our members are really excited about opening up our club and welcoming anyone interested in learning more about squash,” said (name), position – e.g. President, (organization). “We have all the equipment you will need on hand, although it’s best to bring your own sneakers/court shoes. The court time has been provided by (insert appropriate name) and we have qualified instructors on site. Our goal is to make sure everyone has a lot of fun, meet new people, and leave excited about learning a new skill. We can’t wait to see you there.”

* Date: September 30
* Time: (insert time of the event taking place – e.g. 9:00 a.m. – 12:00 noon)
	+ Indicate if different groups are encouraged at different times.
	+ e.g. 9:00 a.m. - Girls and Boys 14 and under
		- 10:00 a.m. – Seniors session
		- 11:00 a.m. – Adult session
* Location: (insert street address, and indicate any room)

 Hyperlink to a Google map directions/public transit access

* Presenting: List your coaches/demonstrators/activity coordinators

Register now by: (calling, emailing or online)

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Contact:

Name

Position

Email address

***Media Advisory #3 (Local Club/Facility Wrap-up Media Release to be sent post-event)***

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**Media Release**

**More than xx people attend (insert club/facility)’s Squash Day in Canada Event**

**Date (your town/city)** The (club/facility) opened its doors to the public on September 30th, and had more than xx people, ranging in age from XX to XX take part in Squash Day in Canada. More than 100 clubs and facilities across the country took part in this joint effort of Squash Canada and ParticipACTION.

*(insert particulars about your activities here – the next paragraph is an example)*

The (club/facility) offered a variety of special programs to introduce the sport to new participants. There were activities for younger age groups, adult demonstrations and a special program to encourage seniors to take up the sport. A special adaptive squash session was also part of the presentation.

*(quote one of your organizers – example below)*

 “We were so excited to see the response from our community. It was great to see families here, as well as people who had played squash in the past, and are thinking about taking it up again,” said (name), position – e.g. President, (organization). “With all the equipment and court time provided, and excellent introductory instruction, people didn’t take very long to get started having fun. It was a great day for our members to meet new people, and talk about the impact playing squash has had on all of us. We certainly hope this will become an annual event here.

(add a quote from someone who participated – examples below)

“I had never even held a racquet before,” said (name), (age), (town/area of city). “But the instructors helped me understood how to hold it, how to hit the ball, and play the game. With just a little bit of help, I was able to feel quite comfortable, and definitely look forward to doing this again.”

“It had been several years since I had played squash,” said (name), (age), (town/area of city). “This was a great opportunity to get reconnected to such a great activity, and it has really encouraged me to get back to playing regularly.”

Squash Day in Canada for 2017 was an initiative with ParticipACTION to celebrate Canada’s 150th anniversary by encouraging Canadians to try a new sport and check off another activity on their personal Play List. A complete list of participating venues/clubs can be found here.

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Contact:

Name

Position

Email address