



## Maine Winter Sports Center Healthy Hometown Ski Trailer Program

With the winter ski season fast approaching we've already begun receiving many phone calls and emails requesting use of the Health Hometowns Ski Trailers for the coming months. This is exciting as it means the word is getting out about our Healthy Hometowns programs, and year after year more people are excited to get on skis and get active!

After thoughtful review of our ski trailer program over the last several seasons, we've adopted a new approach for the 2009-10 winter season. In the past we've dedicated ourselves to bringing the trailers full of equipment to schools, clubs and communities a day at a time. Although the experience is generally positive, we think we can serve communities better by providing a greater time span in which to carry-out their desired ski programs.

This year we are scheduling our trailers, in the communities that are interested, for two-week blocks of time. During that two-week time period we will have a MWSC coach or athlete present on at least two separate occasions to help with programming. This would also come with the understanding that at times we would still need to retrieve the trailers and move them to different venues for specific one-day events. Our purpose in trying this method for the coming season is three-fold:

- First, we hope that the increased availability of the equipment in different communities will simply encourage people, especially kids, to get out and ski!
- Second, as coaches we see a massive benefit from being able to follow up with students through repeat visits to their program. We feel this process helps build connections in each community, and hopefully promotes a greater long-term interest in the sport.
- Third, as temperamental as our winter weather is, it's not uncommon to schedule a day in one community only to have the thermometer drop to -20. By having the trailer on-site for two full weeks, rescheduling around adverse conditions should become much easier.

To help coordinate this service we are looking for a person from each of the participating communities to take on the responsibility of holding the trailer key and managing the equipment while it's on-site. Whether it be a school teacher, a member of the local ski club, or just a willing parent, we also ask that this person try to make it to our annual Ski Leaders Workshop on Saturday, December 12<sup>th</sup>. Here they will be able to get a full understanding of the trailer and rental equipment, as well as learn some valuable activities and concepts for successful ski programming with young people.

If you are interested in seeing one of the Healthy Hometown Ski Trailers spend two weeks in your community this winter please contact me at 227-0250, or via email at [mikes@mainewsc.org](mailto:mikes@mainewsc.org). Thank you and we look forward to working with you this season.