

Over the past few years, the Brampton Canadettes has made consistent efforts to promote girls hockey. With the visual assistance of the video, the production of which was funded by the Ontario Trillium Foundation, we have been able to promote our sport in small and large group settings in a more fun and exciting way. In the past, it was sometimes difficult to consistently hold and maintain the attention of young girls, the video has allowed us to show the excitement and enthusiasm of other young players and to build on that enthusiasm.

Expected Results

The video was completed in 2006 and submitted to the Ontario Trillium Foundation.

- Since 2006 the video has been used in various events and promotions for the Brampton Canadettes Girls Hockey Association. Web site has a link called Ontario Trillium Foundation which shows the video and details of the Trillium Grant.

Multi-Media presentations are delivered at community events and local area schools:

- Yearly Banquet which is shown to all Canadettes Members
- Brampton Farmers Market located downtown Brampton
- Canada Day event
- Brampton Canadettes World's Largest Women's Easter Tournament which runs for 4 days
- World Hockey Day
- Schools located in Brampton and surrounding areas
- Brampton Sports Alliance Registration
- Century Gardens Grand Opening Ceremony

How we have increased awareness of girl's hockey among the community members, specifically to the diverse communities in Brampton.

- Appeared several times on the South Asian Sports TV show promoting Girls hockey in Peel Region
- Created partnership with Host of the South Asian Sports TV show Binder Singh. We have coordinated several events to promote Girls Hockey with the South Asian community. Some events included the south Asian community participation in a free skate with Full Equipment and a meet and greet of exciting players and parents in the Association.
- Attend various city skate programs on an ongoing basis throughout the year promoting and welcoming residents on behalf of our Association.

- Partnered with Play it again Sports to help lower the cost of purchasing equipment.
- Offer free hockey helmets with the Chevrolet Safe and Fun Hockey program for children 5 years old.
- Attend other sports that are offered in Brampton such as soccer and provide a flyer with the details of our program.

Details of how the membership has increased 30% since 2006

- Increase from the lower levels of house league program from novice, atom and peewee level.
- The increase is also due to the interest for younger levels of girls who want to play hockey. We decided to create a new program called “Learn to Skate program” The program teaches them to skate and learn the fundamentals of hockey. The program, originally for girls age 5, is now starting at the age of 3 to 11 years old.
- We now have about 30 to 40 new players registered for the Learn to Skate program each year who continue to stay within the program to the next levels.

Thanks to the Ontario Trillium Foundation for the funding of this video. We continue to use this video for our presentations to various groups.