

ENGAGING NEW DEMOGRAPHICS IN TRIATHLON

ALEXANDER PATTON | SPORT DEVELOPMENT COORDINATOR
ALEXANDER@TRIATHLONALBERTA.CA

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**“THE TRIATHLON WAS REALLY COOL!
I LIKE MY MEDAL!”**

10 Y.O. FREEPLAY PARTICIPANT

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TRIATHLON ALBERTA INITIATIVES

- Triathlon Alberta has made a commitment to engage new and diverse populations into the sport of triathlon
- Working with organizations like InMotion, we have been able to apply and receive grants to help support our initiatives
- Triathlon Alberta is currently working with organizations such as FreePlay Edmonton, Steadward Centre, Action for Health Communities, and Ever Active Schools.
- Current initiatives focus on newcomers to Canada, under-represented populations, and the Paralympic community. Also working towards engaging the Indigenous community.



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FREEPLAY SUMMER PROGRAM

- In a partnership with FreePlay Edmonton and with a grant from the InMotion Network, we were able to put on several “Try-a-Tri” days focused on introducing girls to the sport
- Kids were given an opportunity to practice swimming and running skills with a Triathlon Alberta coach in a fun environment
- A final mini-event was held at the end in aquathlon form complete with Triathlon Alberta branding, flags at the finish line, medals and goodies
- Program gave kids a chance to learn something new while practicing physical literacy skills



HEY!
YOU CAN DO IT!

Great job
you are amazing
Love!

Love your self
❤️

You can do it

You are awesome

GO ALL MY FRIENDS GO

You Can do it

You are so close

Love your self!

You are beautiful

You can do it girl

FREEPLAY
FOR KIDS
PLAY • LEARN • GROW

ATHLON ALBERTA

ATHLON ALBERTA

SCHOOL PROGRAM

- Triathlon Alberta will deliver a one hour after-school program for under-represented kids at TWENTY-FOUR elementary schools in the Edmonton area
- Program developed as a combination of previous WTS Edmonton (Do North) Tri-School Program and elements of the 1-2-Tri-Go Program
- Four to five schools are visited over a three week period with a small event being held after three weeks between the schools involved
- Afterwards, four to five other schools are visited and the process repeats
- Program runs from November to June



ESTIMATED **1000** KIDS REACHED
BY SUMMER 2023!

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BUT WAIT... ALBERTA TRIATHLON...IN WINTER...?



SCHOOL PROGRAM CHALLENGES & WHAT WE DID ABOUT IT

- Alberta Winters! Had to develop an indoor program
- Limited Pool Space! Had to develop a program that could be hosted at schools
- Using the WTS Edmonton Tri-School model, purchased and modified a program using scooters that can be used to “simulate” the swim and bike portion of the triathlon



**THANKS TO LUIS FRANCO
& DO NORTH FOR THE TRI-
SCHOOL PROGRAM
LEGACY**

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**THE GOAL OF THE SCHOOL PROGRAM IS TO
INTRODUCE CHILDREN TO MULTISPORT, ENCOURAGE
PHYSICAL LITERACY, AND DEVELOP THE NEXT
GENERATION OF TRIATHLETES!**

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WHAT'S NEXT?

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PARATRIATHLON

- Alberta currently has **FOUR** self-identified paratriathletes in its membership...
- Triathlon Alberta is working with community organizations such as the Steadward Centre to develop paratriathlon programming and recruit the next generation of triathletes!
- Also working on making it easier for and encouraging race directors to put on para-friendly events
- Partnering with organizations such as Athletics Alberta to put on para-recruitment camps
- Hosting Para-Triathlon Provincials during our Mad Moto on March 12, 2023
- Priority as para-relays are being adding to future Paralympic Games

SUMMER CAMPS

- Offering four weeks total of summer camp programming in Edmonton
- Camps aimed at beginners to the sport
- Separated in two age groups - 8-12 and 13-17
- Various programming including swimming, cycling, and running in the beautiful Argyll Park area
- Supported by summer students
- Goal for kids to uptake the sport and join local triathlon races (your races!)

HOW CAN RACE DIRECTORS HELP?



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- **Work with Triathlon Alberta to put on para-friendly events!**
- **Help us put on newcomer/under-represented events to welcome new demographics**
- **Help get the word out!**

THANK YOU!