ENGAGING NEW DEMOGRAPHICS IN TRIATHLON











"THE TRIATHLON WAS REALLY COOL! I LIKE MY MEDAL!"

10 Y.O. FREEPLAY PARTICIPANT



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.









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





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





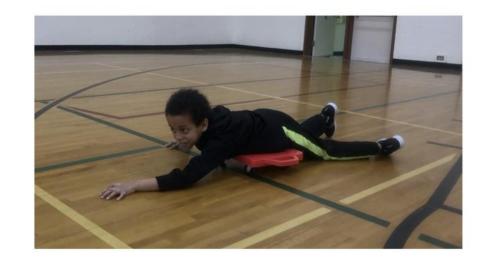
ESTIMATED 1000 KIDS REACHED BY SUMMER 2023!





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



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



WHAT'S NEXT?



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 parafriendly 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!)





- 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!

