

PRESS RELEASE



Contact: Renee Felton, Learn to Skate USA communications, media@learntoskateusa.com

Learn to Skate USA Debuts to Inspire More to Ice Skate

New name, brand and program operations informed by prior program's success

Colorado Springs, COLORADO (June 15, 2016) – This summer, thousands of skaters of all ages and abilities will return to the ice as part of a rebranded skating instruction program, Learn to Skate USA. The program, endorsed by U.S. Figure Skating, USA Hockey, US Speedskating, the Professional Skaters Association (PSA) and the Special Olympics, empowers aspiring skaters to achieve athletic and personal goals on and off the ice while providing a fun and positive experience.

Learn to Skate USA features a resource-rich website, www.LearnToSkateUSA.com, a new social media presence and extensive resources for skaters, parents, instructors and program directors to support Learn to Skate USA's mission. An overview of these enhancements is below.

"U.S. Figure Skating, USA Hockey, US Speedskating, as well as the PSA and Special Olympics acknowledge the importance of teaching solid fundamentals for a successful starting-off point for the sport," said Susi Wehrli McLaughlin, Learn to Skate USA's senior director of membership. "Having these partners to grow skating sends a very strong message. This is the Learn to Skate program. This is where it starts."

Learn to Skate USA is the national curriculum that programs and facilities use in for their skating programs. Learn to Skate USA's progressive curriculum offers support and guidance for those taking their first steps on the ice and those who are working to master more advanced techniques. Specialty programs, designed for skaters who want to explore various ice skating disciplines, include hockey, ice dance, pairs, speed skating, synchronized skating, therapeutic recreational skating and more.

Learn to Skate USA is an enhanced iteration of the Basic Skills Program, also endorsed by U.S. Figure Skating and USA Hockey, which has taught more than 2 million people to ice skate to date. More than 1,000 community ice rinks nationwide currently offer the Basic Skills Program. Learn to Skate USA leadership expects that these rinks will transition to Learn to Skate USA ensuring skaters and their families a seamless transition as they continue their ambition on the ice. Learn to Skate USA is also actively working with rinks nationwide to start new programs.

"Learn to Skate USA looks forward to welcoming skaters from around the United States to this one-of-a-kind program," Wehrli McLaughlin said. "We encourage skaters of all ages, interest and abilities to join us on the ice for a fun and positive experience that will instill a lifelong love of skating."

For more information and to become a member of Learn to Skate USA, please visit www.LearnToSkateUSA.com. After becoming a Learn to Skate USA member, contact your local rink to sign up for classes (bring your Learn to Skate USA membership number to registration or your first class) or visit www.LearnToSkateUSA.com to find a program in your area. Skaters can also register for Learn to Skate USA directly with their program when registering for skating lessons.

Learn to Skate USA Enhancements

Progressive Curriculum

The curriculum offers something for everyone—beginning with the first steps on the ice to the mastery of advanced techniques. This personalized approach allows skaters to progress at their own rate and advance after skill mastery is demonstrated. Learn to Skate USA provides built-in incentives and encouragement to keep skaters motivated while they gain confidence and achieve their goals. Upon completion of the program, skaters will be able to confidently advance to more specialized areas of skating.

Marketing and Support Materials

Learn to Skate USA provides extensive communication resources for skaters, parents, instructors and directors to engage further in the program and support our mission to bring more people into the sport. Follow us on Twitter [@LearnToSkateUSA](https://twitter.com/LearnToSkateUSA) and on Facebook at www.facebook.com/LearnToSkateUSA.

LearnToSkateUSA.com

LearnToSkateUSA.com is mobile responsive and modular in design. It includes detailed descriptions of class offerings to assist skaters in making informed decisions about their skating experiences. The site also features an interactive map with a list of all registered programs and facilities, plus a nationwide list of upcoming events. Additional sections include support material for all parents, instructors and directors. The website will be updated frequently with all of the latest news and events happenings with Learn to Skate USA.

Management System

The first-of-its-kind management system, an extension of www.LearnToSkateUSA.com, offers the necessary information and tools needed to assist in directing a quality skating school. Utilizing this management system will save hours of administrative work and free up time to focus on growing business. Special features include access to all curriculum-related materials, a scheduling tool to organize sessions and lessons, member management and roster downloads, a printing portal for nametags, certificates and marketing materials, an email notification system to easily communicate with members and more.

Instructor Training

Earning the reputable Learn to Skate USA instructor certification will ensure that all staff members have the minimum standard of knowledge in teaching all topics associated with the program. Certification will cover the role of an instructor, professionalism, class organization and management, class preparation and lesson planning, effective teaching, safety concerns and customer service.

- Learn to Skate USA -

Learn to Skate USA provides a fun and positive experience that will spark and sustain a lifelong love of skating. The curriculum offers something for everyone, beginning with the first steps on the ice to the mastery of advanced skills. The only ice skating program endorsed by U.S. Figure Skating, USA Hockey, US Speedskating, the Professional Skaters Association (PSA) and the Special Olympics, Learn to Skate USA offers every participant a rewarding experience rooted in the lifelong benefits of ice skating. Whether you wish to enjoy the recreational benefits of skating or dream of Olympic fame, this is the place to start. Learn more and sign up today at www.LearnToSkateUSA.com.