



2006 Kids of Steel® Report

Submitted by Leslie Fleming – KOS Director

Program summary: The program is designed to provide a non-competitive, entry level initiation to the sport of triathlon for youth. The goal is to develop a province wide, regionally based program for youth ages 6-15 years to participate in the sport.

Races:

- In total this year there were 10 events (8 provincial and 2 rural) with a total number of 828 participants
- Of these participants 88 received 4 time event participant t-shirts.
- Little tykes races were held at St. Malo, Pinawa and at the Bird's Hill Park Wind up.
- The 6 – 7 age category was held at all races except with the exception of 1 event. It will be added to all events in the 2007 race season.
- The weather this season was awesome and only 1 race at the end of the season needed to cancel the swim portion.
- The challenge of long line ups at registration was improved this year with the introduction of online registration and entry fee changes to promote early registration. Approximately 75% of participants pre-registered and took advantage of the new on-line registration option for KOS. Thanks to Kevin Miller for setting on-line registration up. Thanks also to Anita Miller for all the behind the scenes paper work to make registration so smooth this year.
- A big thank you to all Kids of Steel race directors, race volunteers, officials and Triathlon MB staff for all their time, energy and expertise.

Youth Training:

- The Youth Provincial Team Program grew significantly over the summer. By the end of the season it had become too big for one coach to manage. We will be reviewing adding an assistant coach next season to help Dave.

Promotion:

- This year a Sport Manitoba marketing partnership grant was received for promotion. A huge campaign was done with posters and brochures out to most elementary schools in the city; an insert was given to the Association of Phys Ed teachers and an advertisement in Winnipeg Parent and The Winnipeg Sun. Many calls were generated from this promotion and hopefully racers.
- We did have 117 new KOS members and 235 one day KOS memberships.
- On September 26 we ran four 30 minute fun sessions for grade 5 students at Kildonan Park on exposure to the sport of triathlon.

2006-2007 Goals

- Continue to promote, develop and expand Youth Provincial team program.
- Re-establish partnership with Girl Guides.
- Offer identification camps and training to work towards Canada Games 2009.
- Continue promotion in schools and community.
- Develop a Dip and Dash race series for the winter thru an indoor facilities program initiative.