

Society's Promotion Committee Report October, 2003

We want to welcome Marion Knight as the new chairperson of the Promotion Committee. This has been a get acquainted year for Marion Knight and ourselves. We would like to thank all those who have helped guide us along the way. As you know our mandate is to promote square dancing in the broadest terms, (round, line, contra and clog dancing), but we think that new dancers should continue to be our top priority.

We must continue to keep our favourite activity in the public eye and keep good communications with our dancers and dance leader. With this in mind, the promotion committee has endorsed a proposal to establish a 1-800 number for a 2 year trial period. The cost for the first year will be about \$400.00 plus taxes. Second year costs will be similar.

Our new toll free Canada Dance number is 1-866-206-6696.

We have placed an Ad for the National Square Dance Directory at a cost for one year of \$140.00(US). This ad will be on the Canada page and will include the Society Logo, head office address, website address and the 1-800 phone number.

In our attempt to contact a broader range of people, we have placed ads in the Carp (Canadian Association of Retired Persons) magazine called Carp News Fifty Plus Magazine, which goes out across Canada to over 400,000 members. The ads will also be available on their website (www.50plus.com)

Our CSRDS website is still one of our prime promotional tools. The Society has a new email address: info@squaredance.ca

Society & Board has updated Squaredance.ca domain name. Eight provinces are now using the domain name containing squaredance and nine provinces now have their own websites.

John sellers has done a great job of keeping it updated and interesting for dancers, dance leaders and non dancers. Thanks John.

The promotion committee now has Canadian Square & Round Dance Society logo lapel pins for dancers. These pins will be available through the Provincial PR Committee Representatives and Federation/Association Representatives in each Province/Territory. The pins provide a colourful symbol of our activity. Society pins make a great presentation to new dancers at graduation or to wear as part of promoting the activity.

It was discussed that we purchase Electrostatic car window stickers as means of promoting square dancing. These stickers cling to most surfaces. It was suggested that they would simply say Square Dancing or Square Dancing is Fun, and have our 800 number 1-866-206-6696 on sticker.

Submitted by
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