

Marketing and programs Sector

Marketing

Promotion of figure skating has been our priority in 2009-2010. We also made sure our partners have been made aware of and have obtained good visibility at all Fédération activities.

The season started with a contest: *What would you do to recruit new skaters at your club?* We have viewed all videos received and we congratulate the Sillery FSC, winner of the contest.

In January 2010, we held the *Michael Bilodeau Patin-O- Thon* with the theme: *La Force d'un Rêve*. Money collected will be given to the *Fondation en Coeur*. The Fédération and the *Fondation en Coeur* thank all clubs, schools, skaters and volunteers for their participation in this event. A very special thank to the generous givers.

With the sponsorship of the BMO Financial Group, the Fédération participated in *the Festival Montréal en Lumière*. On-ice workshops have been supervised by Fédération coaches.

We wish to thank all our sponsors for their generous contributions without which we could not reach all our objectives.

Our thanks also go to the members of this committee and to Mélanie Simard-Veilleux and Fanny Ève Tapp.

Denis Beaudoin
Assistant executive Director

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Administrator