

## June is Recreation Month 2010 — Community Tool Kit

### Celebrate June is Recreation Month.

Whatever recreation means to you ... whether it's building a sandcastle, hiking or tossing a frisbee ... make it mean something. Do stuff. Have fun.

### Live it every day!

June is Recreation Month activities will be taking place in communities across Nova Scotia. For a listing of events and/or to post your event,

visit [www.recreationns.ns.ca](http://www.recreationns.ns.ca)



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## June is Recreation Month 2010

**C**elebrating **June is Recreation Month** is an exciting way to increase awareness in communities and celebrate our success in significantly contributing to the quality of life in Nova Scotia. Recreation Nova Scotia hopes you will take up our invitation to celebrate **June is Recreation Month** and **LIVE IT EVERYDAY!**

### The Theme

**T**he **June is Recreation Month** theme is **LIVE IT EVERYDAY!** Regardless of ability or age, Nova Scotians are enjoying recreation in an increasing number of ways and this year’s theme recognizes that recreation activities do not have one definition. “Activities of all kinds, not just physical, is acknowledged and celebrated. Whether it is lawn bowling, running marathons, photography, taking a walk in a park, reading a book, learning a new instrument, playing soccer, or star gazing... recreation is about celebrating life.



## June is Recreation Month

# Become a Supporter

**A** Supporter is a community, school, organization or business that agrees to observe and celebrate **June is Recreation Month** in 2010 by coordinating a walk or campaign activity. **June is Recreation Month** is not necessarily about creating new events and programming in our communities and schools but about helping promote and sustain existing ones. Supporters will be recognized on the **June is Recreation Month** website.

Supporters are provided with **June is Recreation Month** promotional materials to use and distribute including 10 JRM frisbees, 10 JRM posters, and 100 bookmarks.

All Supporters will be eligible for a draw for a bike rack donated by Henderson Recreation. We hope you will take up our invitation to be a SUPPORTER and celebrate **June is Recreation Month – LIVE IT EVERYDAY!** Your involvement in this year's campaign is vital.



## WOW is back!

**W**OW - We often Walk (or Wheel) motivates children and youth to walk and wheel more often. Challenge your group or school to walk regularly during the month of June. Do it in three easy steps: 1) groups or schools designate a weekly walking or wheeling day, 2) participants keep track of the number of times they walk on their WOW cards and 3) once cards are filled, participants receive rewards or recognition. Register at <http://saferoutesns.ca/index.php/special/wow/> to receive your free WOW Kit, which includes posters, WOW cards and a How-to Guide. WOW is an initiative of Active & Safe Routes to School of the Ecology Action Centre ([www.saferoutesns.ca](http://www.saferoutesns.ca))



# Meet the Ambassadors

**T**he **June is Recreation Month** Ambassadors are a team of recreation professionals volunteering in their region to assist community groups and municipalities with their **June is Recreation Month** plans and initiatives. If you need assistance, or are looking for resources and ideas, contact your Ambassador!

Doug Branscombe ([branscd@region.halifax.ns.ca](mailto:branscd@region.halifax.ns.ca)) / (902) 876-4365 ~ Central Region

Shirlyn Aker ([shirlyn.aker@strait.ednet.ns.ca](mailto:shirlyn.aker@strait.ednet.ns.ca)) / (902) 863-0316 ~ Highland Region

Jody Conrad - South Shore ([jconrad@chester.ca](mailto:jconrad@chester.ca)) / (902) 275-2712 ~ South Shore Region

Misty Doucette ([misty@district.yarmouth.ns.ca](mailto:misty@district.yarmouth.ns.ca)) / (902) 742-8868 ~ South Shore Region

Andre Bouchard ([activeliving@annapoliscounty.ns.ca](mailto:activeliving@annapoliscounty.ns.ca)) / (902) 532-0286 ~ Valley Region

Janet Barlow ([asrts@ecologyaction.ca](mailto:asrts@ecologyaction.ca)) / (902) 442-5055 ~ WOW (We Often Walk or Wheel) program

Wayne McKay ([wayne.mckay@gov.ns.ca](mailto:wayne.mckay@gov.ns.ca)) / (902) 563-3751 ~ Cape Breton Region

Jessica Thompson ([jthompson@townofspringhill.ns.ca](mailto:jthompson@townofspringhill.ns.ca)) / (902) 763-3025 ~ Fundy Region

[www.recreationns.ns.ca](http://www.recreationns.ns.ca)

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## June is Recreation Month

### The Campaign

**J**une is Recreation Month 2010 campaign is available online at [www.recreationns.ns.ca](http://www.recreationns.ns.ca). The many components of the campaign include:

- The Supporters program
- The Ambassadors
- The Kids Zone including the Creative Expressions Contest and activity sheets
- Media resources including radio and print ads
- Downloadable resources including screen savers, certificates, bookmarks and posters
- Give aways and merchandise
- The **June is Recreation Month** calendar
- Games and Activity Tool Kit



### Piggyback on RNS Initiatives

### Post Your Event on June Is Recreation Month Calendar

**T**o help you and your organization/community promote your June Celebrations, whether they are new special events or highlighting an existing tradition, RNS can provide you with free publicity! RNS will highlight your event on the website, at no cost to you.

You can post your event directly on line at [www.recreationns.ns.ca](http://www.recreationns.ns.ca)

The more activities and communities represented the better; no event is too small or too large. Your event must be open to the public. Please provide as much detail as possible for potential participants!

### Creative Expression Contests

**W**hen we use the term 'recreation' we use it in the broadest sense of the word. The arts and culture community is recognized as an important facet of recreation. Youth are invited to submit drawings, sketches, scenes and stories that reflect their recreation experiences. This is an excellent opportunity for partnering with your local school boards and libraries to help us celebrate. For details visit our Web site: [www.recreationns.ns.ca/June](http://www.recreationns.ns.ca/June)



The winner of the Creative Expressions Contest will receive a \$150 gift certificate, generously donated by Canadian Tire.



[www.recreationns.ns.ca](http://www.recreationns.ns.ca)

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## June is Recreation Month

### Media Resources



Sample Print Ad

**R**NS produced two radio PSA's, two newspaper inserts and one feature article that are designed to increase awareness and understanding of the role recreation plays in the health and wellness of our communities and quality of life of our citizens. These, as well as logos, are available on our Web site.

Contact your local media to inquire about opportunities that share the same messages, but with a local flair! Contact the RNS office at (902) 425-1128 for information on this initiative or visit the Web site: [www.recreationns.ns.ca](http://www.recreationns.ns.ca).

### Downloadable Resources

**J**une is Recreation Month Certificates, bookmarks, posters, and screen savers are all available at [www.recreationns.ns.ca/june](http://www.recreationns.ns.ca/june). If you require additional posters or bookmarks you can order directly from Recreation Nova Scotia by emailing [info@recreationns.ns.ca](mailto:info@recreationns.ns.ca) or by phoning (902) 425-1128. These resources are all free, while supplies last.

### The Kids Zone

#### Kids Activity Sheets

**V**isit our Web site: [www.recreationns.ns.ca](http://www.recreationns.ns.ca) to print a colouring sheet and/or activity sheet for young children. An ideal classroom activity or handout to children at your "June is Recreation Month" event.



### Merchandise

The following **June is Recreation Month** resources are available from Recreation Nova Scotia:

Beach Balls (16" diameter) .....	\$3.50 each
Flashlight Compass Carbiners .....	\$3.25 each
Flyers (9" diameter) .....	\$1.40 each

[www.recreationns.ns.ca](http://www.recreationns.ns.ca)

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## June is Recreation Month

### Activity Tool Kit

This on line tool kit provides over 230 activities and games, all aimed at incorporating active living into the classroom, playroom, recreation center, park, and back yard.

Examples of games include: Bucket Ball, Frisbee Tag, Soccer Tag, Team Stride Ball, Spud.

The Activity Tool Kit has been designed by Alberta Parks and Recreation Association for **June is Recreation Month**.

### Getting Involved! What can you do?...



#### Elected Officials

As an elected official or municipal committee member, your involvement and support in celebrating **June is Recreation Month** is vital! As an elected official, your role in ensuring recreation programs, services and opportunities that contribute to the health, wellness and overall quality of life in our communities remains a priority is important.

For the month of June renew your commitment to be a strong voice advocating the benefits that recreation provides to our communities. RNS and your recreation staff can provide you with relevant facts, research and examples of how recreation contributes to personal, social, environmental and economic well-being in our families, communities and province.

The following are some activities/strategies, with which elected officials could become involved:

- Officially proclaim or invite your community to celebrate **June is Recreation Month**. (A sample proclamation is on the Web site.)
- Formally recognize the efforts of your municipal department staff and volunteers.
- Become a member of Recreation Nova Scotia, and plan to attend the Annual Conference.
- Lead a Community Mayor's Walk.
- Encourage/support municipal-wide events that would provide local recreational, environmental, sports, arts and culture, agencies, groups and businesses an opportunity to share and promote their programs and services to the community.
- Nominate one of your staff or volunteers, local groups or initiatives for an award and recognition from Recreation Nova Scotia.

### Connect to Local Recreation at [www.recreationns.ca](http://www.recreationns.ca)

Recreation Nova Scotia's website provides you with a direct link to Municipal Recreation programs and services offered in your community. As not all recreation, physical activity, sport, cultural, facility and volunteer opportunities are available on line, you may need to contact your recreation department directly.



[www.recreationns.ca](http://www.recreationns.ca)

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## June is Recreation Month

# Community Groups, Recreation Departments, Schools, Businesses and Volunteers

**N**eed a great idea to get going? Here's a brief list of activities and events to spark your imagination. Many of these ideas represent activities from past ambassadors of **June is Recreation Month**.



## Promote and Show Off!

- Insert a Calendar of June Events in your community's Leisure Guide.
- Design posters for your community that promote the Live it Everyday! theme.
- Organize open houses and demonstrations of your programs (e.g. skateboard or BMX demos). Consider lunch-hour demos at a central location – include activities from judo to dancing to chess.
- Present a seniors' showcase and exercise session.

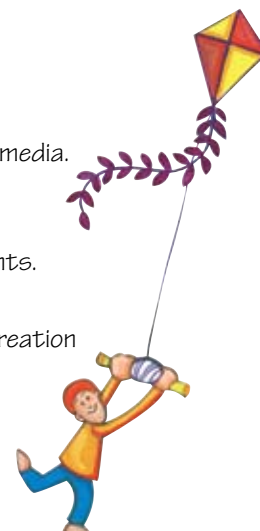
## Focus on Walking



- Walk on a trail, fitness route, with a group, or to get to work/school.
- Organize a "poker walk" (where participants search for and locate the best poker hand).
- Challenge members of a recreation/fitness centre to complete 60 km of walking in June (include all cardio machines and put a handicap on mileage done on the cardio bike machine) or a pedometer challenge.
- Organize a Nordic walking workshop or event.
- Go Hiking – tie in with Trails Day.
- Organize with children and youth a weekly walk day through WOW – We Often Walk (or Wheel) at <http://saferoutesns.ca/index.php/special/wow/>.

## Plan Special Events

- Have fun with tournaments...
  - road hockey
  - mini-game day
  - 3 on 3 basketball
  - beach volleyball
  - slo-pitch
  - fishing
- Kick-off June with a Mayor's Walk and Barbecue.
- Hold a media challenge, such as a soccer game between senior municipal staff and the media. Time it for lunchtime and have a barbecue afterwards.
- Get canoes and kayaks ready for summer at a "water fun day".
- Organize a park party for employees and their families, with free games and refreshments.
- Get pretty with a blossom festival.
- Have a health fair in conjunction with your local health unit to show the benefits of recreation and physical activity. Make it interactive; check heart rates before and after exercise.
- Keep kids rockin' with an 'almost summer' pre-teen dance.
- Invite families to a beach volleyball and picnic day.
- Offer a fun mini-triathlon.



[www.recreationns.ca](http://www.recreationns.ca)

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## June is Recreation Month

### Be Inclusive

- Involve citizens who may be in an institution or facing challenges in your activities and events.
- It is important to gear the activity to meet the ability of the individual and encourage full participation.
- If you can, adapt the activity so that those with disabilities can actively participate and, more importantly, want to participate.
- Try to use accessible locations whenever possible.

### Celebrate Diversity

- Create an historical display, highlighting interesting history of your area. Enlist the aid of the local historical society.
- Have a cultural arts fair to demonstrate the type of programs our offer. Include visual, performing and creative arts. Involve ethnic groups that offer music, dance, food and art.

### and a few more good ideas...

- Challenge another business, group or community to be active.
- Have a “Get Active” campaign: log total hours of activity in Adult, Senior, Youth and Family categories.
- Present an “Adopt-a-Park in June” campaign.
- Celebrate Fathers’ Day with special activities for fathers and children.
- Use June as an opportunity to discuss issues facing the recreation and parks services in your area. Make presentations, arrange for TV and radio talk shows and speaking engagements. Discuss topics such as accessibility, infrastructure or physical activity and health trends.



“June is Recreation Month” and Canada’s home, car and business insurers are proud to be supporters.

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## June is Recreation Month

# Recreation Happenings – Supporter Events, Festivals

Get out and enjoy some of the great events and festivals taking place this June. There's something for everyone! Below is just a sampling of what's happening in communities across Nova Scotia. You can also visit [www.recreationns.ns.ca](http://www.recreationns.ns.ca).

### MUSEUMS ACROSS THE MARSH TOUR – MAY 6 - JUNE 6

Cumberland County. Visit [www.cumberlandcountymuseum.com](http://www.cumberlandcountymuseum.com)

### EAST HANTS KITE FESTIVAL – MAY 12 - JULY 1

Experience the POWER OF THE WIND. Visit [recreation@easthants.ca](mailto:recreation@easthants.ca)

### LOBSTERPALOOZA – MAY 15 - JULY 1

Largest Festival of its kind – 185 miles of seafood! Visit [www.lobsterpalooza.ca](http://www.lobsterpalooza.ca)

### HRM BIKE WEEK – MAY 28 - JUNE 6

[www.halifax.ca/bikeweek](http://www.halifax.ca/bikeweek)

### SCOTIA FESTIVAL OF MUSIC – MAY 30 - JUNE 13

Annual two-week chamber music festival. Various venues. Visit [www.scotiafestival.ns.ca](http://www.scotiafestival.ns.ca)

### TOWN OF KENTVILLE – MONTH OF JUNE

The town is designating a different theme each week in June (eg. Active Transportation Week, Trails Week, Summer Activities Week). Visit [www.kentville.ca](http://www.kentville.ca) for more info.

### TOWN OF SPRINGHILL DEPT. OF LEISURE SERVICES – MONTH OF JUNE

Hosting a weekly Move More program for Seniors.

### DALHOUSIE CAMPUS RECREATION OFFICE – JUNE 3

Bike Centre Open House and Evening Ride.

### MCDONALD LAKE RESIDENTS ASSOCIATION – JUNE 8

Family Softball Game at Brookside Junior High Softball Field

### 14 WING COMMUNITY CENTRE – JUNE 9

Active Chicks and Boys Club at Yogi Bear Campground – games, campfire, smores & more!

### BRIDGEWATER PARKS, RECREATION & CULTURE – JUNE 10

55+ Event – hosted with Municipality of the District of Lunenburg Recreation Department (shuffleboard, croquet, etc.)

### ANNAPOLIS ROYAL WALKING FESTIVAL – JUNE 11-13

Walking tours, festivals, great food, entertainment and more.

Visit [www.annapolisroyal.com](http://www.annapolisroyal.com)



### CLIPPER 09/10 ROUND THEWORLD YACHT RACE – JUNE 11-13

Sydney, Cape Breton, Fleur-de-lis/Marconi/Metro CB Marine

### KENNETCOOK FESTIVAL – JUNE 24-27

Outdoor concerts, kids games/activities, bbq and more.

### CANADIAN NAVAL CENTENNIAL INTERNATIONAL FLEET REVIEW ~ JUNE 28 - JULY 2

Major international fleet assemblies are scheduled in Victoria and in Halifax during the Royal Nova Scotia International Tattoo in celebration of the Canadian Naval Centennial. Halifax Harbour, Downtown Halifax. Visit [www.navy.forces.gc.ca/centennial/O/O-c-1\\_eng.asp](http://www.navy.forces.gc.ca/centennial/O/O-c-1_eng.asp)

(Post your June is Recreation Month event at [www.recreationns.ns.ca/events](http://www.recreationns.ns.ca/events))

[www.recreationns.ns.ca](http://www.recreationns.ns.ca)

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## June is Recreation Month

### Organizations and Links

- Commuter Challenge Week – May 30 - June 5  
~ [www.commuterchallenge.ca](http://www.commuterchallenge.ca)
- Canadian Environment Week – May 30 - June 5  
~ [www.ec.gc.ca/e-week](http://www.ec.gc.ca/e-week)
- Safe Kids Week (Got Wheels? Get a Helmet!) – May 31 - June 5  
~ <http://www.safekidscanada.ca/safekidscanada/>
- Clear Air Day – June 2  
~ [www.cleanairday.com](http://www.cleanairday.com)
- International Trails Day – June 5  
~ [www.internationaltrailsday.com](http://www.internationaltrailsday.com)
- World Environment Day – June 5  
~ <http://www.unep.org/wed/2010/english/>
- National Aboriginal Day – June 21  
~ [www.ainc-inac.gc.ca/nad](http://www.ainc-inac.gc.ca/nad)
- Go Skateboarding Day – June 21  
~ [www.goskateboardingday.org](http://www.goskateboardingday.org)
- Canadian Multiculturalism Day – June 27  
~ [www.canadianheritage.gc.ca](http://www.canadianheritage.gc.ca)



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*June is Recreation Month*

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