

# RSA Fall promotions seek to bring excitement to roller skating

By John Purcell, RSA Executive Director

The Roller Skating Association (RSA) has recently begun to offer two promotions a month, complete with editable flyers, for its members to use. The promotions are offered to members through the RSA's website [www.rollerskating.org](http://www.rollerskating.org) and provide both a simpler and more complex version of the promotion, including ideas on how to run the promotion and even games to use with it.

The intent behind these promotions was to give skating center operators new ideas for exciting promotions within their rink designed to build enthusiasm and interest in their sessions, and, in addition, greater involvement and sales in their rinks.

These promotions, along with a new thousand-image photo and clip art collection, have been recent offers to help RSA members improve their promotions, while adding more creativity to their already active promotions schedules. The clip art and photo CD, a recently developed special project of the RSA Marketing

and Promotions Committees, provides rink operators a great resource to use. The photos have been clipped

and provides an even greater member benefit since new members can join now and the end of the year and have their membership renewal

community. National Roller Skating Month will also be promoted as part of the Pepsi promotion.

Periodically, the RSA also provides special promotions as part of their ongoing efforts. A recent example is the Michael Jackson tribute skate flyer made available to our membership.

Reaching into the upcoming spring, the RSA will again promote the Skate A Million Miles campaign to encourage roller skating and a healthy lifestyle.

Whether through annual ongoing promotions or its monthly promotion program, the RSA works with its member rinks to bring new ideas and excitement to roller skating.

*The RINKSIDER is not affiliated with the Roller Skating Association, but we are pleased to bring our readers information from this association that is vital to our industry.*



John Purcell, Executive Director, Roller Skating Association.



so they can be dropped into any background, and the resource guide included with the CDs clearly outlines all the different art available on the multiple CD set. The set was provided to all RSA members as a benefit of their membership in the RSA.

Membership in the RSA pro-

date extended to January of 2010.

This fall, the RSA plans to again provide promotional posters for National Roller Skating Month in October, along with public service announcements and other tools for rinks to use to help get the word out about the health benefits and value of roller skating to the larger com-

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