

RSA, manufacturers roll out FREE Skate Pass coupon promotion

Attention all RSA members!
The RSA Executive Committee and Board of Directors have recently collaborated with skate manufacturers to include a free skate pass and 10 percent off birthday party pass coupon to be included in each box of skates sold. Sure-Grip International will be the first company to include these passes in their skate boxes, with several other major manufacturers to follow. These coupons are being created and inserted at the expense of the manufacturers.

Our hope is that this pass will give new skaters the incentive to locate and visit their local RSA skating center and build a relationship as a steady customer.

The language on the pass states, "Contact your local RSA Skating Center about this offer and additional restrictions" and "Please

redeem these coupons at your local, participating RSA Skating Center." So the coupon clearly allows a local operator to determine whether or not he or she will accept the coupon. It is a business decision you must make, but obviously the more skating centers who agree to honor the pass, the greater positive impact this effort will have.

We would hope that you consider the real benefit of honoring this coupon, since we believe that a purchaser of a new pair of skates would be very likely to visit your skating center multiple times to use his or her new purchase. And in today's tough economic market, everyone needs to develop repeat business and skaters who will revisit their skating center. Our industry truly needs to build interest in and excitement for skating in whatever way possible, and your RSA

Board of Directors felt this avenue could yield positive results.

Please feel free to contact me or any member of the RSA Board if you have questions about this coupon, and thank you for making it possible for new skaters to break in their skates at your skating center.

Sincerely,

John Purcell
Executive Director, RSA

Editor's Note: The RINKSIDER encourages all roller skating centers to honor this coupon when presented. You will encourage traffic while increasing good will!

**SURE-GRIP
INTERNATIONAL**

CONGRATULATIONS

You have just purchased one of the best skates on the market today. Sure-Grip has always strived to make the best skating products in the world. Thank you for your continued support in making Sure-Grip skating products the skater's choice.

Roller skating is where fun meets fitness. It's a friendly, healthy and safe activity.

Please redeem these coupons at your local participating Roller Skating Association skating center. Check www.rollerskating.org for a list of RSA skating centers near you.

**ONE
FREE
Admission**

When you present this coupon at your local participating RSA skating center.



Contact your local participating RSA skating center about this offer and additional restrictions.



**10%
OFF**

A Skating Birthday Party

When you present this coupon at your local participating RSA skating center.

Contact your local participating RSA skating center about this offer and additional restrictions.

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