

## IS THERE A FEMALE LEADER IN SQUASH IN YOUR COMMUNITY?

### THE 2020 SQUASH BC EMERGING FEMALE LEADER IN SQUASH GRANT IS NOW OPEN FOR NOMINATIONS!

The Squash BC Emerging Female Leader in Squash has been recognized as one of the most progressive sport marketing programs in Canada. This year (2020) will be the second delivery of the province-wide program that recognizes two women and provides a \$500 grant to their clubs from the Women's Squash Week (WSW) Ambassador network.

Only clubs that participated in WSW 2019 are able to take advantage of this remarkable opportunity.

The \$500 grants help to further squash participation in women and girls and are to be used by the clubs to promote and deliver squash programs for this sector through the calendar year.

#### Who is an Emerging Female Leader in Squash?

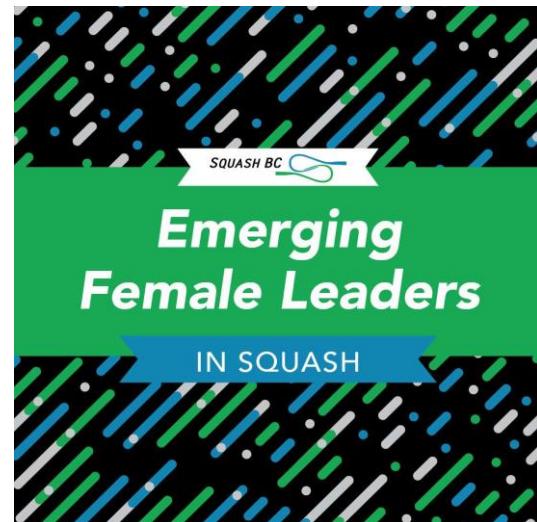
She is a person who takes a leadership role in promoting squash for women and girls at their club, in their community while encouraging overall participation and enjoyment in the sport.

She is a role model and goes over and beyond raising the bar to promote and organize opportunities for girls and women to play and participate in the game

According to Sue Griffin past Chair of Women's Squash Week "We realized that one way to increase participation was to encourage the clubs to identify a female champion to work with the pros in promoting Women's Squash Week. The result was tremendous, with a 66% increase in participation"

#### LEADERSHIP HAS ITS BENEFITS

There is a great deal of promotional longevity to winning. In addition to the \$500 grant, Ambassadors and their Club receive strong recognition through both media coverage and multi platform social media.



**It is an honor to win and the funds will be well used in our club to grow the game in our community!"**

**Rebecca Vassilakakis**

2018 Emerging Leader Award Recipient Nelson Squash Club



**The Emerging Leader in Squash program is supported by ProMOTION Plus, Sport BC, Buntain Insurance and Promosapien.**