

Annual Report Director of Promotion & Retention

Season: 2025-26 - Executive Name: Stacey Russell



Accomplishments:

Various tasks were performed to help continue to promote ringette within Fredericton including:

- Continued Association communications:
 - o Regular email updates
 - o Managing the facebook page – which has grown to over 1700 followers, continuing to have the largest social media following of any NB ringette association
 - o Consistent updates to the home page of the FYRA website
- New online clothing ordering and process created – working with Doyle

- Special thank you to the following sponsors:
 - o Capital City Safe & Lock
 - Title sponsor for U12 Tier 1 program (2025-29)
 - o KYAN Construction Incl
 - Title sponsor for U14 Tier 1 program (2024-26)
 - o Fredericton Toyota
 - Title sponsor for U16 Tier 1 program (2025-29)
 - o Nashwaaksis Y Lions Club
 - FUN2 (U9) team jerseys sponsor
 - o All Smiles Orthodontics
 - U10 & U12 team jerseys sponsor
 - o Nashwaaksis Y Service Club
 - U14 & U16/19 team jerseys sponsor

Outlook for coming Season:

- Continuing to raise awareness and drive registrations for ringette at younger levels – FUN1 & FUN2
- Securing a title sponsor for U14 Tier 1 if needed (current sponsor has first right of refusal)