



45 Hardy Ave.
Tillsonburg, ON
N4G 3W9
info@tillsonburgringette.com

Tillsonburg Ringette Association

TRA – 2020 AGM July 14, 2020

Public Relations

Highlights for the 2019/2020 Season

2 Come Try Ringette Events

- First one very successful. 12 of 14 participants registered
- Second one only had one participant who did register

First one was largely successful due to advertising during Turtlefest.
Second one had reduced exposure using flyer distribution in the schools

Lots of social media posting in our own Facebook page and through other town Facebook pages.

Twister wear. We did not sell many items this year although the new toques were popular. We had new jackets and new hoodies. Jackets were better quality and warmer than the previous version.

Tillsonburg Ringette was awarded a marketing grant from Western Region to help with radio advertising, which London Ringette Association has expressed interest in teaming up with us to do. We will also reach out to include St Mary's, St Thomas and Dorchester to improve coverage while reducing cost. Also included in this grant is money to purchase new/additional lawn signs for TRA community awareness surrounding TRA registrations.

Instagram account has been set up and PR is admin. It provides an outlet for added Tillsonburg Ringette exposure and to connect with other associations.

Moving into the new season, we will want to host a "Come Try Event" as soon as we are able to book ice and meet facility requirements.

Jeremy Anderson
Director of Public Relations