



MEDIA RELEASE

FOR IMMEDIATE RELEASE

MR# 2017044

DATE: August 9, 2016

RE: Supporting Physical Activity and Youth through No Fee Ice Rentals

Amherst, Nova Scotia – At a special meeting held at the Amherst Stadium Tuesday, August 9, 2016, Amherst Town Council approved a new Ice Allocation Policy which will provide guidelines for ice rental and usage of the Stadium. As part of the Ice Allocation Policy, Amherst Town Council has committed to and enhanced its continued support and investment towards physical activity and youth.

This pilot project for the 2016-17 ice season will see ice rental fees waived for youth programs (age 18 and under), which includes the Amherst Skating Club and Cumberland County Minor Hockey Association (CCMHA). The intent of this pilot is that organizations will pass the equivalent ice cost savings to their members, resulting in reduced registration fees. The pilot project will be funded through the Town's Operating Reserve.

On behalf of Amherst Town Council, Mayor Robert Small is very pleased with the commitment of both the Town of Amherst Recreation Master Plan and Municipal Physical Activity Strategy. He is hopeful this strategy will not only increase programming and participation but also contribute to the economic development of the Amherst community.

The objective of the policy is to provide guidelines for ensuring fair and equitable ice time that will allow for optimal utilization of the facility. The 2016-17 pilot project is anticipated to maintain and potentially increase youth program enrolment as a result of affordability and accessibility for users.

“What makes this project most exciting is the youth participants are the real winners,” said Bill Schurman, Amherst Recreation Director. “The anticipated savings could range anywhere from \$75-\$350 depending on the participant and the program. Based on last year's ice use, the pilot project is expected to save approximately \$40,000 for Cumberland County Minor Hockey Association programs and \$18,000 for Amherst Skating Club programs.”



The Town currently provides free public skating, free access to indoor and outdoor walking tracks, funding support to the YMCA for free family swims & subsidized lessons, free use for regular sports & recreational events at the Robb Complex, and daily maintenance to Town outdoor recreational facilities for multiple uses including soccer and football.



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