



## Mini Blades

CBC recently announced the return of Battle of the Blades this fall (<https://www.cbc.ca/mediacentre/program/battle-of-the-blades>).

In addition to the weekly live TV show, CBC is looking to work with Skate Canada and figure skating programs across the country to bring back the grassroots program known as Mini Blades. As you may remember from past years (the latest in 2013) figure skating and hockey programs across the country created their own versions of Battle of the Blades, appropriately known as Mini Blades (see example: <https://www.cbc.ca/mediacentre/program/battle-of-the-blades>).

CBC would like to bring it back this season as well and is looking to us all to help identify markets that have an interest and desire to lead this project locally. They are interested in pairing with clubs in all of the provinces and territories to assist local skating/hockey clubs should they decide to hold their own 'Mini Blades' competitions.

Ideally CBC would like to potentially share video of training sessions and nation wide local competitions (shot by local club members) on various CBC social channels, help engage local CBC news crews to cover local events and possibly incorporate footage of local events into the broadcast.

CBC will share a one-sheet of social media tags and information for how to shoot footage on a smart phone as interest is determined. There is no guarantee at this point that locally shot footage will be featured on the broadcast or on CBC's social channels but this is the hope.

Because CBC would like local Mini Blades competitions to line up with the Broadcast Program, competitions would need to take place in August, September and October to coincide with air dates. Ideally local clubs would shoot their own footage of training sessions and competitions on Thursday, Friday, Saturday or Sunday and then send footage to a TBC drop box for potential inclusion in the broadcast by Monday.

### Dates for local competitions:

\*anytime in August.

\*anytime between Sept 1 – 15 with footage sent to drop box by Sept 16

\*any Thursday, Friday, Saturday or Sunday in September and October with footage sent to drop box the following Monday.

CBC is hoping that some clubs will be interested in holding competitions in August so that there is footage available to potentially include in the premiere broadcast episode on Sept 19<sup>th</sup>. Please note that inclusion on the broadcast is NOT guaranteed.

The following are further details about the Mini Blades promotion.

## Background:

- Mini-Blades is a community based extension of the show.
- It sees young figure skaters pair with young hockey players in communities across Canada to compete in their own competition.
- In Season 4 it was run by an outside group with the support of Skate Canada and local regions picking up editorial coverage as possible.

## Current state:

- The opportunity to use Battle of the Blades as community engagement through Mini-Blades is compelling proposition at this time. It allows for a more meaningful connection at a grass roots level, continues to inspire youth around the sport and integrates the local regional office for storytelling.

## Mini-Blades Suggested Scope and Structure:

- Community based grass root event
- Program would launch mid-summer (August) with 'local competitions' happening on Thursdays/Friday/weekend during August, September and October. -Goal is to stagger the communities so all can be featured through social, digital and local editorial storytelling. CBC would like local clubs to post to Social Channels (more information to come) throughout the entire process.
- Mid-summer launch allows opportunity to acquire rinks, skaters and players involved.
- "Training" could happen for a few weeks / days before hosting a competition night.

Pam de Montmorency, is the Project Manager hired by CBC to help facilitate and lift the program within each community. Her contact information is [pdemontmorency@insighttv.com/416-407-9622](mailto:pdemontmorency@insighttv.com/416-407-9622)

As a support person Pam is able to work with clubs that have interest and provide a tool kit for their website (that helps with event sign up), send poster artwork, assist with how to send video footage etc



**Pam de Montmorency/Senior Producer & Talent Producer**

**135 Liberty Street Suite 401 Toronto, ON M6K 1A7**

M. 416.407.9622

[pdemontmorency@insighttv.com](mailto:pdemontmorency@insighttv.com)