



ASOCIACION DE DEPORTES INVERNALES DEL ESTADO DE NUEVO LEON, A.C.



Hello Friends from World Ice Skating Day!

My name is Hannia Huerta, and I am the president of the State of Nuevo León's Winter Sports Association, member of the Mexican Federation of Figure Skating and Winter Sports, in the City of Monterrey, in Mexico.

We are a small Association (200 members), in a country where Ice Skating is not the most popular sport, managed by volunteers. We however, as a state association, have a history of more than 35 years practicing ice skating, figure skating and synchronized skating. The very first Mexican skater who ever competed in an international competition, was from our association.

Team Mexico from synchronized skating attended 4 World championships, and its members were all from our State too.

After learning about ISU's First World Ice Skating Day, we wanted to apply to be one of the official hosts, representing Mexico. We were planning on celebrating the day anyway with an exhibition of some of our member's programs from Nationals, then upon seeing all the countries signing up, we decided to give it a try and become the representatives from our country.

Thank you for accepting us!!



Activities for WISD

The Venue

Pista Fundidora was the ice rink host of the WISD Mexico.

It is a unique facility, located inside the grounds of a very large historic park (Parque Fundidora) in the city of Monterrey, México. This park used to be the largest steel mill in Latin America, many years ago the whole area was repurposed to become a public park, with lots of attractions: lakes, a riverwalk, concert halls, museums, restaurants etc. The rink is actually inside of one of the historic structures of the old factory. (the pink building in the middle of the photo)

We selected this rink for its location, and with WISD being held on a Sunday it would guarantee a good attendance.





Attendance

We had around 170 people registered to attend. It was a cold and rainy morning, so we feared people would rather stay at home... and some did! But we also had a lot of walk ins who were curious as to what was going on inside the rink, and even stayed for the free lesson

The program for the day was:

- Program Exhibition: 11 programs from skaters representing the 4 skating clubs in our Association. Skaters ages 6 thru 25 presented the programs that got them in the podium during Nationals last November. We brought a team of 92 skaters to Nationals, and came back with 47 medals, this was just a little sample of our team.
- Learn to Skate Class: 40 minute skating class for people who signed up for a learn to skate lesson. We had one group of children, and two groups of teenagers and adults, who were taught about the basics of the sport by a group of volunteer coaches from our rinks.
- Free Skating Time and Flash Mob for the WISDANCE
- Snack Time! We invited everyone in the rink to enjoy snacks specially prepared for the occasion. This gave our more veteran skaters the opportunity to share their experiences with the beginners.

PHOTOS AND VIDEOS OF THE EVENT:

https://drive.google.com/drive/folders/1NFMHm9auemhIpY2PwG2c_2Saj6T-8Za9?usp=share_link



Live transmission with other countries from LATAM

We coordinated live transmissions on Instagram accounts with the federations from Peru, Ecuador, Chile and Argentina. During these live transmissions each one of us described the way we were celebrating WISD, the activities we had prepared, and had some interviews with the skaters, new skaters, parents, and coaches.

Social Media Presence

We asked all of our Mexican international ISU competitors for 2022, to send us a short video to celebrate WISD. With those videos and using the templates provided by WISD, we featured stories for Instagram, as a teaser for the upcoming event.

We had:

- Olympic Skater in the 2022 Beijing Winter Olympic Games, Donovan Carrillo
- 2022 Jr Grand Prix Mexican Competitors:
 - Regina García de León
 - Andrea Astrain
 - Natalia Acosta
 - Alejandra Osuna
- Nebelhorn Trophy Competitor, 2023 Universiade Competitor and former Mexican Champion, Eugenia Garza (from Monterrey)
- International Competitor, 2 time Mexican Champion and Olympic Games commentator, Andrea Montesinos (from Monterrey)

https://drive.google.com/drive/folders/1Qx3_t4v5i4Vtg_MTjTaSkrJOq0X7gaPM?usp=share_link

Skaters from the different rinks in our city posted as many stories as possible tagging WISD, to spread the word about the celebration.

Although we do not have a large social media presence (1800 followers aprox), we had an average of 280 views for each of our posts.



Government Support

This Association maintains excellent communication with our government's sports officials (INDENL). Although they don't sponsor ADIENL financially, they do help us get the word out about upcoming events, feature our skaters (particularly the ones from the inclusion programs), which we believe is very important to attract more people into the sport. They teased WISD through their several social media platforms in the days prior to the event and during the celebration, and used their platforms to have a giveaway of spots in the learn to skate classes, which helped us get a completely full class. They sent a representative to the event and featured the Festivities in their newsletters for all the sports community of our state.





WISDance

Our members were particularly interested in the WISD Dance. Skaters from the 4 rinks members of our Flash Mob is featured in the event video, and here are some of the dances by members of the different rinks:

https://drive.google.com/drive/folders/1j797fUE78hBC48AKGJG45SunJb_MWs4J?usp=share_link

Use of the Logo and graphic Materials

We used some of the digital materials provided, videos, templates, etc. to create an image for the event.

For WISD we had a banner display with the logo, balloon arrangements and we had sweatshirts made with the design provided. Everyone loved the sweatshirt. We are still having more made for those who couldn't get one on Dec, 4th.



We thank you again for the opportunity to host this event for our country, it was really a family day and everyone enjoyed the very first of what we hope, are many festivities to come.