

NATIONAL / LOCAL DEVELOPMENT PROGRAMME INFORMATION

Title of Programme:	Women's Squash Week
National Squash Federation:	US Squash
Programme Organizer:	US Squash
Programme Duration / Period:	One week, annually
Programme Summary:	
<p>For the last six years, local District affiliates have been encouraged, via our national Women's Committee to host one evening during the last week of September at a squash facility in order to (a) support the development of a network of female adult players (2) bring female players back into squash (3) introduce new players to the sport.</p>	
Background / Reasons it was implemented:	
<p>The program was started to bring more women together to play socially, and to use that strong network and enthusiasm to draw women back into squash, creating a connection that would help reduce barriers to women playing and to keeping women playing squash.</p>	

Target Groups and Programme Scale:

Post-college women, started in one city (New York) and expanded to a dozen, then more (over 30 in the U.S. now), and Canada, Bermuda and finally to other countries as a designated week recently.

Key Working Force:

National Women's Committee and local District leaders.

Approximate cost by component:

Facilities generally donated their court time, and US Squash funded the participant gift for the first four years, so total investment per year was less than \$20,000, and started at less than \$5,000.

Source of Funding:

US Squash initially, which has now been pushed down to the local District level.

Main Outcomes:

The program has been successful in bringing women back into the sport, and providing a forum to introduce it to new friends. It serves also as a fun, social kickoff for the season.

Issues to consider:

The success is nearly 100% reliant on local volunteers and is support nationally through facilitation of communications at all levels.

Links to Programme Information / Materials / Coverage / Marketing collateral (i.e. photos, video):**Main site**

<https://www.ussquash.com/women/womens-squash-week/>

Pre-promotion

<https://www.ussquash.com/get-involved-in-the-fifth-annual-womens-squash-week/>

Post-promotion

<https://www.ussquash.com/womens-squash-week-2015-continues-growth-in-events-fourth-year/>

All echoed in social media.

Evaluation Information / Reports:

None developed.

Follow up plans / next stages (if any):

Continue to increase the number of cities, consider more than one facility per city, and develop local pilot program for women's squash season-long in one city.

Final Key points / Comments not already covered:

This program was started by two local leaders from NY Squash and the concept was expanded collaboratively to other cities over several years.

May we prepare programme information for the WSF website development section as a case study for national federation / development officer use:

YES