



AMERICAS REPORT MARCH 2016

1. Floorball in Americas by Country
2. New Countries

1. Floorball in Americas By Country

- BRAZIL

- Marketing initiatives for 2016 Olympics
 - 'Bring a Stick Campaign'
 - Outdoor floorball demonstrations
 - Would like to get IFFs input on the above initiatives. Next step would be to set up a conference call with IFF office
- Connected Brazil President with Australia to get input on how to setup confederation structure as Brazil is working to get NOC recognition and that structure is required in Brazil to be recognized.

- JAMAICA

- Floorball participation increased in Jamaica overall by 45%
- A 2015 report of Floorball development submitted by JFA is attached
- Jamaica participated in the Men's WFCQ in Colorado

- USA

- WFCQ held in Colorado in February. USA, Canada & Jamaica participated. USA & Canada will compete at the 2016 WFC in Latvia
- Midwest Floorball Championship tournament will be playing in Tomah, Wisconsin April 23, 2016
- NHL Team NY Islanders launched a partner program with Generation Floorball to bring floorball to schools in Brooklyn, NY
- Brazil and USA Floorball connected and help cross promote on social media

- CANADA

- Canada placed first at the Men's WFCQ in Colorado
- ParaFloorball representative added to the board
- FC Board is working on running 2016 Canada Cup and have established an executive board to oversee the tournament
- FC looking to connect with countries like Ukraine and Australia for mentorship on further building membership and competition structure
- Focus is on U19 WFC in Belleville this May
 - Increased communication with IFF has been successful and helpful
 - Major automotive sponsor added to tournament
 - ASCICS Canada has been approached to be on board
 - Sponsorship push is currently a priority as current budget is running a deficit
 - Marketing and promotion being carried out locally

2. New Countries

- None to report