



Report from Americas

IFF Central Board Meeting – September 1,2 / 2018

Canada Events

Canada Cup

Floorball Canada, together with the Toronto Floorball League, organized another successful tournament. Over 30 teams participated. This is the third time that Floorball Canada has hosted the event and we will continue to grow the tournament in size to where it was in the past. (60 teams)

Sponsorship of Floorball Programs

Floorball Canada sponsored 2 more new leagues with a grant to help them with startup costs. One of the new leagues is in Saskatchewan. This location is important as it is one of the few remaining provinces where there is no Provincial Sports Organization for Floorball. Once Floorball Canada can show our Federal Sports Organization (Sport Canada) that we are established in a majority of provinces, our chances of receiving Federal Government funding improve greatly.

Wheelchair Floorball

Swiss Wheely Open in Nottwil, Switzerland

Once again, Canada has fielded teams in Nottwil, Switzerland. Both Canadian teams are competitive and should be thanked for making the long and expensive trip to Europe. The team dedicated their efforts in memory of the young hockey players who were disabled or perished in the terrible bus/truck crash in April this year in Humbolt Saskatchewan. Not surprisingly, the leader of this group from Canada is the same person that organized the **Western Canada Wheely Open**.

Western Canadian Wheely Open

The first Canadian wheel chair floorball tournament was held in August in Vancouver. Teams from Europe were invited but cited cost concerns for their absence. Next year, the event organizers will continue to invite international players to make it a truly international tournament.

U19 Men's Tournament Halifax 2019

Main Talking Points

- Sponsorship campaign has started – goal is \$125,000
- Promotional video in production
- Press releases being prepared
- Ticket sales start in September

- Floorball is now part of the Halifax Public school sports curriculum (45 schools are equipped of 136 who will participate soon)
- School/Participating country sponsorship/partnership connecting Canadian youth to their international peers. Fill the arena seats with young screaming fans supporting their new favourite country.
- Go Fund campaign to convince other floorball countries to sponsor school costs to encourage attendance.
- 3 VIP nights for Sponsors, Military and Minor Hockey
- A different charity sponsor every evening
- A celebrity floorball match
- Some government funding is in hand
- Social media and web site open in September
- Volunteers recruiting starts in January

USA Events

Development Meeting

- In July, a large number of people dedicated to growing the game of floorball in the US gathered in Texas to discuss the future of the sport. The summit resulted in several things for the USA Floorball board to address at their next meeting and beyond.
- “This was an enormous step forward for floorball in the US and may well lead to an overhaul of how USA Floorball is organized. We want to thank the organizers and everyone who took time to come and share their ideas” says USA Floorball President Calle Karlsson.
- The summit gathered people from all over the states and even had some international participation.
- Among the subjects broached were membership benefits, insurance, player development, national teams, coaching development, the structure of USA Floorball, and more.
- Another issue discussed was the coming World Games in Birmingham in 2021, an event that is a potential stepping stone to the Olympics, a dream shared by the entire floorball world.
- “We have an amazing opportunity to showcase floorball at the World Games in Birmingham and the goal is to make it the best floorball tournament to date” president Calle Karlsson concludes.
- The USA Floorball Summit is the start of something big for everyone in the USA Floorball community.

Tournaments and Development

The USA National Floorball Championships were held in August in Wisconsin.

The US Nationals in Tomah, Wisconsin started with a development camp. Joel Olofsson, with a coaching background from the top league in the world, is one of the coaches leading the camp.

Mexico Events

Teijo Vienola has very recently had 2 schools in his city adopt a floorball program. This has been a big step forward, as for a long time, he has been keeping floorball alive by himself in his city. In addition, he had made an important contact in the local government which will open more doors. Like so many others in the floorball hinterland, he has carried the load by himself with little or no help from his local peers. Now he sees a light at the end of the tunnel.