



Dear Skating Center Operator,

We would like to introduce you to a program now owned by the Roller Skating Association International called Kids Skate Free. The RSA recently acquired this program to offer to members across the country at a discounted rate to RSA members. This program is designed to promote being and staying active for young children, moving them away from TV and computers and into your roller skating rink. Both the American Heart Association and the President's Council on Physical Fitness and Sports recommend roller skating as a great fitness activity for persons of all ages - as a roller skating rink owner, you already know the health benefits!

Kids Skate Free is a program designed to allow parents to sign up to four children per email address to receive two free passes to use at skating sessions designated by you, the skating center owner/operator. You are also allowed to choose the maximum age the child can be to participate in this program, minimum being 4 years old, and you can update it every week if you choose.

Since the launch of this program in January of 2012, we have registered nearly 1/2 million children and receive hundreds of new sign-ups every day from our participating skating centers. We know the industry as well as you do and strive to keep this program in line with the goal of promoting a healthy, active lifestyle for today's generation. It is regularly featured throughout the media, including a recent spot on *The Today Show*, creating continuous buzz about roller skating — a boon for your business and roller skating, in general!

Kids Skate Free is a turnkey program. It is managed by each skating center owner/operator and offers a variety of benefits that you have access to 24/7. Once set up, each rink will receive the following:

- 5000 full-color, two-sided, glossy post cards to provide to customers
- 1 poster to display in rink
- A custom, dedicated kidsskatefree.com website and kiosk address
- Customer dashboard where you may access all of the following:
 - Promotional materials including logos, PowerPoint presentation, brochure, tutorial-dashboard, tutorial-managing, health benefits, flyers, audio promotions, etc.
 - KSF Facebook Operators Group
 - Extras
 - Site wide stats
 - Ability to download email addresses, parents and children, parents only, birthdays, etc.
 - Manage customers
 - Manage your page
 - Add videos
 - KSF shop
 - Redeem passes and much more!

If you would like more information about KidsSkateFree.com, please feel free to reach me at 317-347-2626 Ext. 104 or email jmcmahon@kidsskatefree.com. You may also register immediately at <https://owners.kidsskatefree.com> then click on register.

Sincerely,

A handwritten signature in black ink that reads "James McMahan".

James McMahan
Executive Director
Roller Skating Association International