

## **International Launch and Play**

International acceptance of the concept of playing a soccer/futbol-like sport on ice by those acquaintances we have met on our many travels outside the USA, suggest that ICE SOCCER would be very popular anywhere there is an ice rink or frozen outdoor ice surface appropriate for its play. Employees assigned overseas look for opportunities to meet new friends and socially bond outside of work. People all over the world like to try things new and different, especially something just a twist off the known.

### **A New Sport for Everyone**

In countries where traditional ice sports are well known and widely played, ICE SOCCER would be approached as it would in the USA ... promoting a new sport that may appeal to those not interested in the traditional ice sports (or simply wanting yet another) and as a great new revenue producer for rinks with open ice time. On a larger scale, ICE SOCCER could be added to national or international Games as a demonstration or “unofficial” sport.

On the frozen canals of Holland or Denmark, the non-skater can have a sport to play. In the small towns and villages of Scandinavia, the Baltic countries and Russia, where no indoor ice rinks exist but frozen lakes/ponds do, ICE SOCCER can provide a new winter sport opportunity. The cold-clime rural towns in China, Korea and Japan and bigger cities where indoor rinks exist would be ideal for startup in the Far East. And in European ski resorts, ICE SOCCER can become an après-ski focal point for kids and adults who still have energy left after a day on the slopes and for patrons who want to be entertained spectators while others play.

### **ICE SOCCER Can Support Fledgling Ice Hockey Rinks – A Win for Both Sports**

Many tropical and sub-tropical countries without an ice sport history, but with soccer/futbol as a national sport, have a singular (or a few) showcase ice arena in a major city(ies); so too do many countries in central Asia. Many of these arenas are struggling to attract enough skaters to economically justify their existence and must be subsidized in order to continue as a showcase or even stay open. Locals would easily fill the rink hours if the arena offered an ice sport they can quickly learn and play without expensive lessons or a lengthy learning curve. And spectators would jam the seats to watch their national sport played on such an unlikely and challenging surface. ICE SOCCER is a perfect match.

The Middle East countries have added a significant number of ice rinks in the past decade, notably in the United Arab Emirates. The traditional ice sports of skating and ice hockey have been introduced; these well-known and understood sports have been promoted and thus are offered by the rinks. Other lesser known ice sports such as curling and broomball may gain traction in the future. ICE SOCCER is a new-comer, virtually unknown in the Middle East; but it is comparable in play and objectives with the most widely played sport in those countries – futbol/football/soccer. ICE SOCCER is easily understood and learned and provides fast-action, exciting play for players and spectators alike. In the years required for Middle East players to gain ice skating skills and stick-handling for ice hockey (a long process), ICE SOCCER is a sport that can be played and enjoyed from day one. It can provide great physical workout, fill ice time, contribute revenue to rinks and offer a unique attraction to mall visitors. It is also ready-made as a team-building activity for businesses and other groups. Countries with a national sports objective to increase the health and welfare of their people, to reduce obesity and promote new athletic endeavors should consider ICE SOCCER’s introduction and promotion of ongoing play to fulfill those objectives. Matches among Middle East national championship teams would inevitably follow.

## **LEARN MORE** by clicking on each of the following links:

- **learn** “Basic Rules of ICE SOCCER”  
=> <http://icesoccer.com/pdf/basic-rules.pdf>
- **read** “What do Players Think about ICE SOCCER”  
=> <http://icesoccer.com/pdf/players-thoughts.pdf>
- **understand** that “ICE SOCCER Can Expand Your Business”  
=> <http://icesoccer.com/pdf/business-considerations.pdf>
- **evaluate** “Business/Facilities Considerations”  
=> <http://icesoccer.com/pdf/info-for-rink-owners.pdf>
- **watch** the In Play – Videos  
=> [http://icesoccer.com/ice\\_soccer\\_in\\_play.html](http://icesoccer.com/ice_soccer_in_play.html)

## **ACTION** you can take:

(for local residents and expatriates)

- **Generate** an awareness of ICE SOCCER within your circle of friends and community
- **Expect** naysayers who haven't taken time to understand the sport and the inertia of traditionalists
- **Approach** the many expatriate employee groups, urging them to organize teams and get rink ice time
- **Encourage** local clubs, organizations and sports teams to try this something-new
- **Buy** a Boot'r to play ICE SOCCER casually/recreationally outdoors on frozen lakes/ponds/canals => <http://icesoccer.com/bootr.html>
- **Learn** what steps are necessary to introduce ICE SOCCER to established rinks and/or if any Federation or Association approvals apply - especially if it is played in an organized league
- **Interest** local businesspeople in the prospect, especially concessionaires at the showcase rink
- **Contact** local rink owners/managers to make them aware of the sport and its revenue producing potential and spectator appeal
- **Determine** if these owners/managers would work to introduce this new team sport
- **Work** with the rink owners/managers and associations/federations to make it happen
- **Propose** to organizers of major national or international Games to add ICE SOCCER to the venue as a demonstration or “unofficial” sport
- **Advise** Taylor Sports of any such interest and assure the owners/managers that Taylor Sports would do its best to assist in such an introduction and would welcome teams/leagues to W.I.S.A. membership