



As you may recall, in 2008 USA Gymnastics launched a nationwide marketing initiative targeting the sport's grassroots base. This campaign featured an advertising insert in *USA Today* during the Olympic Games and the effort was well received by many clubs who ordered an additional 200,000 overruns to distribute in their local communities. This summer, USA Gymnastics will unveil yet another campaign, reinforcing the message that gymnastics is part of our human nature, and gymnastics clubs are the very best place for young people to learn about fitness and a healthy lifestyle.

USA Gymnastics has created a media partnership that will specifically target parents and plans call for the creation of another print insert in a nationally recognized periodical. We will once again focus on the message "Life Needs...." and build on the notion that some of the most common functional skills for young people are reinforced through the gymnastics environment. USA Gymnastics is funding this effort in partnership with the National Gymnastics Foundation and a few of our corporate partners. The timing is important in the middle of the Olympic quadrennium to bring attention to the ever-present business of the gymnastics community.



The campaign builds on the USA Gymnastics tagline "Begin here. Go Anywhere," and will include posters and the opportunity to purchase overruns for your club. The plan is to publish the insert in the September issue (which comes out in August) to boost fall club enrollment and to tie-in with the celebration of National Gymnastics Day. Space for local club information will be available to personalize the insert for your club.

As gymnastics professionals, we know that when kids get involved in gymnastics they learn valuable life skills such as strength, focus, self-motivation and confidence. We believe the campaign and its targeted national outlets will get this message out to a mass audience.

All images and text depicted in the artwork above is subject to change and cannot be produced without prior written consent from USA Gymnastics.

Information on club inserts is available by contacting Loree Galimore at 317-829-5654 or lgali@usa-gymnastics.org.

We continue to look for ways to build interest and awareness in gymnastics and support your business objectives. In this issue of *Technique*, Massachusetts USA Gymnastics shares its cooperative efforts that include organizing a breakfast club and sharing resources and ideas. I strongly believe in the notion of cooperative marketing and think this philosophy is a critical component of building awareness about this fabulous sport.

The gymnastics family is strong and when we work together for a common goal we can have a tremendous impact!

See you in the gym,

Steve Penny
President & CEO

P.S. Please make plans to attend the Visa Championships and USA Gymnastics National Congress in Hartford, Conn., this summer. It promises to be one of the very best yet.