

# SAY HELLO TO

# PACE Penguin



Every winter, at resorts across the country, children and their families venture into the wonderful world of downhill sports. Whether it's their first-time on the slopes or their fiftieth, children's safety is a top priority. We want today's youngest snow-lovers to grow into safety conscious, respectful and dedicated lifelong skiers and snowboarders who will someday introduce their children to downhill sports.

*"If you started skiing or snowboarding when you were just a little one, you will remember how it feels. The highs of 'I'm doing it!' and the lows of 'I really gotta go.' You may fondly remember the lift person that always greeted you by name, the ski instructor that took you in for hot chocolate with extra whip cream or the ski patroller that helped pick you up and dust you off. It is our old memories and our new memories that keep us all coming back year after year."*

**- Shawn McGuire, CSPS**

## Introducing a New Ski Safety Program for Children

The PACE Penguin Children's Ski Safety Program was developed with the support of the Canadian Ski Patrol (Central Zone) to help promote a positive ski experience for children ages 3-8 and their families. The program is comprehensive and aims to educate children, parents and other skiers/snowboarders about downhill ski safety in a fun and engaging way. Ensuring a positive ski experience, each and

every time, is key to building a child's life-long love of downhill sports.

Resorts will also benefit from this program. By promoting a safe environment, they send a positive message to all guests. Plus, resorts that offer the PACE Program have a unique appeal to families.

# HOW THE PROGRAM WORKS:

## 1. DIFFERENT MESSAGES FOR DIFFERENT AUDIENCES

- **CHILDREN** Learn and understand the *Alpine Responsibility Code*.
- **PARENTS** Teach your children the *Code* and understand/teach safe ski and equipment practices.
- **FELLOW SKIERS** Recognize young skiers and know to slow down and give them extra space.

## 2. PARENT/CHILD KIT

At participating resorts, when a parent/guardian purchases a child's day pass, they will receive a PACE Penguin Safety Kit. This small informative kit contains:



Parent Instruction Card



Parent Safety Checklist (Jacket Tag)



Children's Tyvek Program Bib



Children's Version of the Alpine Responsibility Code (Jacket Tag)



Lost Child I.D. Card



## 3. SIGNAGE

At the base of every lift, a sign will explain the *Alpine Responsibility Code* in child-friendly language. It also asks fellow skiers/snowboarders to slow down and give children extra space. 'Give Pace Extra Space' reminder notices and posters are also included for use throughout the resort.



Lift Line Signage

Outdoor Decal



## 4. IMPLEMENTATION

This unique program is available to all ski resorts and is quick and easy to implement. When a resort decides to become a PACE resort they will receive an informative launch kit containing employee communication and staff room program posters to facilitate the program as well as support from the Canadian Ski Patrol team.

TO GET STARTED OR FIND OUT MORE INFORMATION, VISIT [www.PacePenguin.com](http://www.PacePenguin.com) OR CONTACT KERINA WILLIAMSON AT [kwilliamson@PacePenguin.com](mailto:kwilliamson@PacePenguin.com) OR 519.752.7744.

INTRODUCING THE

# PACE Penguin

CHILDREN'S SKI SAFETY PROGRAM

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Ski Resort  
Program  
Guide



# PACE Penguin Children's Ski Safety Program

Promotes positive, safe experiences for young skiers & their families.

The PACE Penguin Children's Ski Safety Program was developed with the tremendous support of the *Canadian Ski Patrol System* (Central Zone) to help promote a safe, positive ski experience for children ages 3-8 and their families. This comprehensive program aims to educate children, parents and fellow skiers/snowboarders about downhill ski safety in a fun and engaging way. You'll find it:

- ✓ **EASY TO IMPLEMENT**
- ✓ **SIMPLE TO FOLLOW**
- ✓ **SENDS A POSITIVE SAFETY MESSAGE TO ALL RESORT GUESTS**



## PARENT/CHILD KIT

- Educates children about the Alpine Responsibility Code
- Provides parents with safe ski and equipment tips
- Helps fellow skiers/snowboarders quickly identify young children on the hill

### KIT INCLUDES:

- PARENT'S INSTRUCTION CARD
- PARENT'S SAFETY CHECKLIST (*jacket tag*)
- CHILDREN'S VERSION OF THE ALPINE RESPONSIBILITY CODE (*jacket tag*)
- LOST CHILD ID CARD
- CHILDREN'S TYVEX PROGRAM BIB

(Kit also includes ticket ties and bib elastics.)

Product Code: 11-100



11-100



## OUTDOOR SIGNAGE

### • PROGRAM INTRODUCTORY A-FRAME

- Introduces program to all resort guests
- 24"x48" Coroplast signs with metal A-frame  
(For use at outdoor ticket window.)

Product Code: 11-200

### • LIFT LINE SIGN

- Encourages fellow skiers/snowboarders to slow down and give children extra space
- Educates children about the Alpine Responsibility Code
- 24"x48" (For use at the base of all lifts.)

(Sign includes posts and hardware.)

Product Code: 11-300 (Coroplast)  
11-301 (Metal)

### • OUTDOOR DECAL

- Reminder to encourage fellow skiers/snowboarders to slow down and give children extra space
- 12" diameter semi-permanent decal

Product Code: 11-400



11-400



11-300  
11-301



11-200

\*Product may not be exactly as shown.



11-600 (11"x17")  
11-601 (22"x28")



11-700 (11"x17")  
11-701 (22"x28")



11-500 (11"x17")  
11-501 (22"x28")

## INDOOR SIGNAGE

### • PROGRAM INTRODUCTION POSTER

- Introduces program to all resort guests

Product Code: 11-500 (11"x17")  
11-501 (22"x28")

### • CHILDREN'S RESPONSIBILITY CODE POSTER

- Educates children about the Alpine Responsibility Code

Product Code: 11-600 (11"x17")  
11-601 (22"x28")

### • FELLOW SKIER/SNOWBOARDER POSTER

- Encourages fellow skiers/snowboarders to slow down and give children extra space

Product Code: 11-700 (11"x17")  
11-701 (22"x28")

# ORDER NOW!

Visit [www.PacePenguin.com](http://www.PacePenguin.com)  
and place your order today.

For more information about the program or to  
learn how it could be implemented at your resort  
visit us online or contact us directly:

**e. [kwilliamson@PacePenguin.com](mailto:kwilliamson@PacePenguin.com)**

**t. 519.752.7744**



**“We are very excited about PACE. Our focus is safety and injury prevention for the enthusiast of every age. This program will help give our youngest skiers and families a positive ski experience.”**

- Shawn McGuire, CSPS

Developed with the expertise of



**PACE  
Penguin**  
CHILDREN'S SKI SAFETY PROGRAM

The [Recipient/Resort] hereby agrees that The PACE Penguin Children's Ski Safety Program assumes no liability nor does it make any claims that the program will prevent or reduce injury prevention or potential hazards while participating in downhill sports. Safe implementation of The PACE Penguin Children's Ski Safety Program and all other safety is the sole responsibility of the [Recipient/Resort]. The [Recipient/Resort] waives any and all claims, demands, damages, actions or causes of action to which the [Recipient/Resort] may become entitled for any loss, injury or damage to their person or property incurred while using the PACE Penguin Children's Ski Safety Program and the [Recipient/Resort] does hereby release and forever discharge and holds harmless [The PACE Penguin Children's Ski Safety Program], [its directors, officers], employees and agents and their respective successors and assigns (collectively, the "Releasees") from any and all liability, claims, demands, actions, damages, costs and expenses of whatever kind or nature, either in law or in equity, which arise or may hereafter arise from the [Recipient/Resort]'s use of the PACE Penguin Children's Ski Safety Program, though the same may have contributed to or have been caused by the negligence, gross negligence, breach of by the Releasees or breach of any statutory or other duty of care. The [Recipient/Resort] understands that this release discharges the Releasees from any liability or claim that the Participant may have against any of the Releasees with respect to any bodily injury, personal injury, illness, death, property damage or any other liability, claim or damage that may result from the [Recipient/Resort]'s use of the PACE Penguin Children's Ski Safety Program. The [Recipient/Resort] also understands that the Releasees do not assume any responsibility for or obligation to provide financial assistance or other assistance, included but not limited to medical, health or disability insurance. Further, the [Recipient/Resort] agrees to hold harmless and indemnify the Releasees from any and all liability for any damage, loss, expense or injury to any third party resulting from my participation in and use of the PACE Penguin Children's Ski Safety Program.