

Winter
Active!

10 **interActive TOOLS!**





WINTERY ONE LINERS TO “WARM UP” PARTICIPATION, T-1

Looking for a creative way to promote and communicate the WinterActive theme to participants, partners, volunteers, sponsors and the media? Here are some brrr-fect one-liners!

Use them on posters and flyers in media releases, E-mail messages, newsletters and other promotions.

- * **COOL DUDES**
- * **FROSTY FRIDAYS**
- * **BLAHS BUSTER**
- * **WINTERVAL**
- * **SKI, SKATE AND SMOOSH**
- * **SKI, SCOOT AND SMOOSH**
- * **SNOWFLAKE DAY (WEEK)**
- * **SNOWMAN**
- * **THAW-DI-GRAW**
- * **SNOWFLAKE SHUFFLE**
- * **CABIN FEVER SURVIVAL**
- * **ARCTIC ADVENTURE(S)**
- * **SLUSH BOWL**
- * **SNOW BOWL**
- * **FROZEN NOSE AND TOES**
- * **THE HEAT IS ON**
- * **DO IT ON SNOW**
- * **INCREDIBLE ICICLES**
- * **SNOWMAN SUNDAY**
- * **WHISPERING PINES**
- * **WHITE FAIRYLAND FOREST**
- * **‘TIS THE SEASON TO BE ...WINTERACTIVE!**
- * **WINTERAMA**
- * **POLAR BEAR PARTY**
- * **WINTERIZE**
- * **BONHOMME CARNIVAL**
- * **CRISPY CAPERS**
- * **NORTHERN ADVENTURE**
- * **SIGNS OF SNOW**
- * **WINTER WONDERLAND**
- * **JINGLE BELL JAZZ**
- * **ICEMAN COMPETITION**
- * **WINTERLUDE**
- * **HOT TIPS FOR COLD WEATHER**
- * **CHILL OUT**
- * **GLIDE AND GIGGLE**
- * **SNOWFEST**
- * **MAKE FRIENDS WITH WINTER**
- * **S’NO MORE**
- * **THE SNOW BALL**
- * **SLEET, SNOW AND SLUSH**
- * **FROST-FREE FROLICS**
- * **THERE’S NO PEOPLE LIKE SNOW PEOPLE**
- * **APRÈS SKI (SKATE)**
- * **HEART-WARMING HIKES**
- * **DON’T HIBERNATE - HIKE!**
- * **BRING ON THE COLD!**
- * **FRIGID FUN**
- * **SLIDERS AND BROOMS(CURLING)**
- * **WINTERCIZE**
- * **TAKE THE CHILL OFF**



COLD WEATHER DRESSING, T-2

What to Wear From Head to Toe

Clothing and good footwear are critical to enjoyment of outdoor activities. Don't be tempted to wear too much, but don't skimp either. The trick to dressing for cold weather activities is to find a balance.

When you're active, your muscles produce heat that must leave the body. What's nice about physical activity in cold weather is that the body loses heat easily. The opposite is also true. Losing too much heat can mean your temperature can drop to dangerous levels.

HEAD

A thick, tightly knit hat or headband that covers the ears. Up to 40-50% of body heat escapes through the head.

FACE

A mask if it is very cold or windy, but ensure good vision.

NECK

A comfortable neckpiece to cover this often-exposed, sensitive area.

BODY

The layered look. Add or remove layers as needed depending on how active you are. Start with an under layer of long underwear - synthetic materials work better than cotton. A middle insulating layer of wool, down or synthetic. The outer layer should be a jacket that is waterproof, windproof and breathable. A jacket with a zipper provides great adaptability.

HANDS

A warm pair of mittens or gloves with a windproof shell. Gloves provide better dexterity, mittens more warmth.

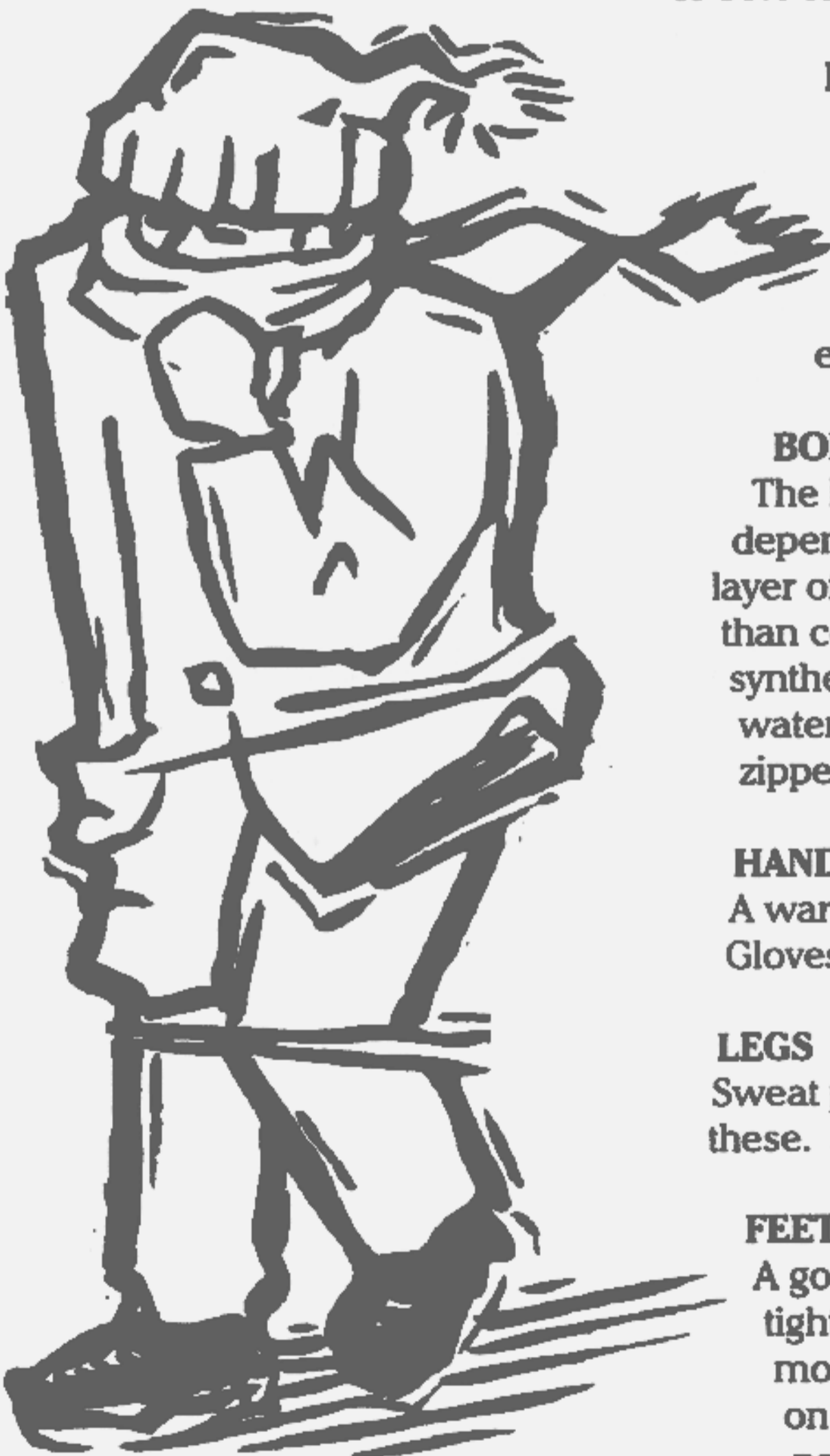
LEGS

Sweat pants, long underwear, lycra tights or a combo of these. Jeans are not the best choice.

FEET

A good fit is essential. Roomy boots/skates are best as tight-fitting ones restrict blood flow and make the feet more vulnerable to frostbite. Tread is critical depending on the traction required by the activity. Wear one or two pairs of warm, wool socks.

Try to remain dry. Dampness against the skin increases heat loss. Remove layers before you start to sweat.





THE BIG CHILL - AVOIDING COLD INJURY, T-3

Frostbite

Frostbite is perhaps the most common injury associated with cold weather activity. It is a freezing of the skin that usually affects the feet, ears, nose and fingers. Any temperature below freezing can cause frostbite but wind, exposed skin, moisture, hypothermia and smoking all increase the risk.

What does it look and feel like?

- skin turns red, then blue, then gray or white
 - tissue feels cold and painful
 - tingling or numbness may occur
 - burning sensations may occur
- it might look swollen, pale and waxy
- in severe cases, blisters may occur

If you'll be in extreme cold for more than 10 to 15 minutes, wear a face mask, balaclava, scarf or bandanna.

How is it treated?

- prevent further cooling
- go indoors if possible
- wiggle the toes and fingers and move around
 - warm the affected area - do not rub
 - immerse in warm (not hot) water
- place affected area against warmer skin
 - get medical attention if necessary





THE BIG CHILL - AVOIDING COLD INJURY, T-4

Hypothermia

Hypothermia, lowering of your body's inner core temperature can strike when you're out in cold weather for several hours - especially if you're wet, hurt or not moving. It is extremely dangerous.

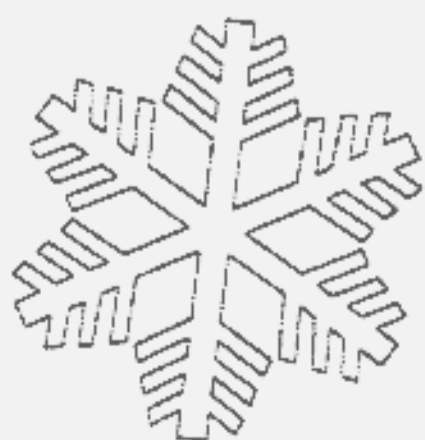
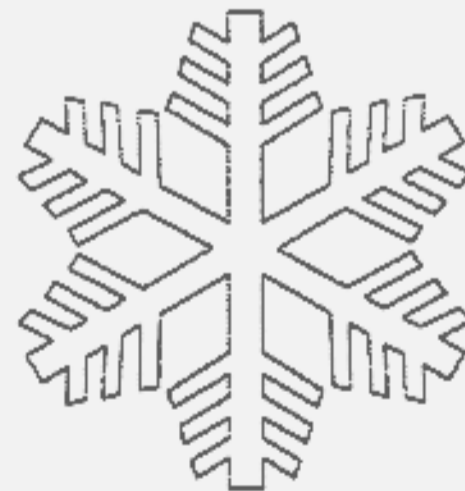
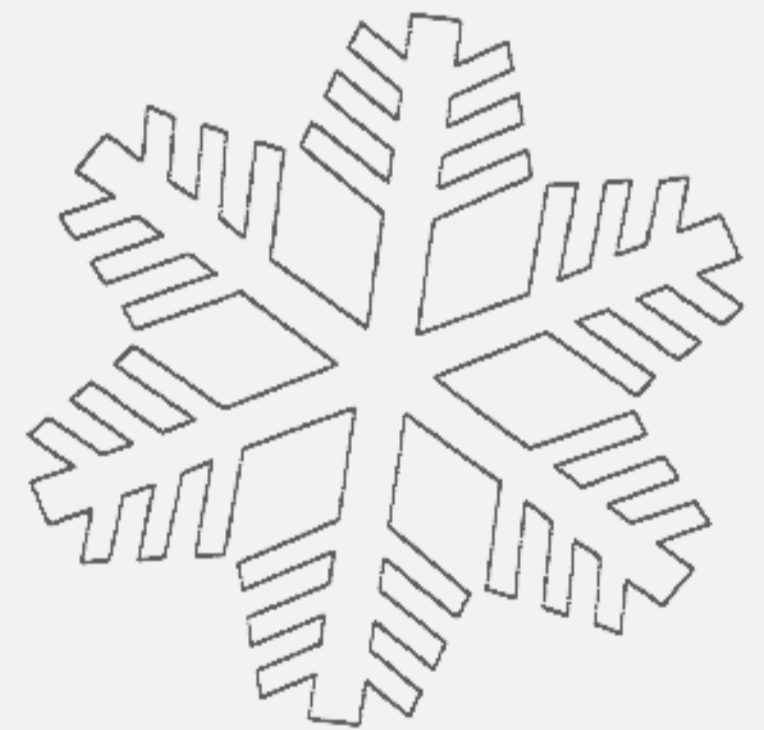
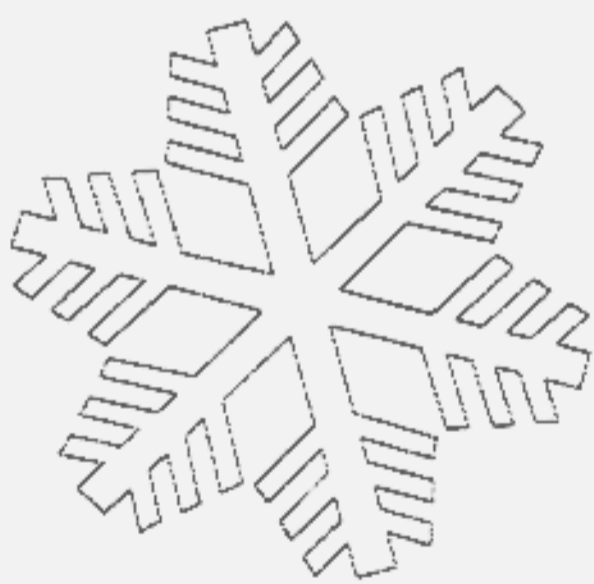
What you may notice:

- shivering and feeling cold
 - lethargy
- poor judgment - slowed thinking
- altered speech, stiff movements
- drowsiness and possibly loss of consciousness

Knowing the weather conditions in which you will be active and dressing for them is the best way to avoid hypothermia. Wear layers of loose fitting clothes such as long underwear, an insulating mid-layer and a wind/waterproof outer layer.

What should you do?

- Go to a warm spot or one sheltered from the weather.
 - Change to dry clothes.
 - Warm the body however possible.
- Drink warm water, milk or juice - not alcohol or hot drinks.
 - Seek medical help.

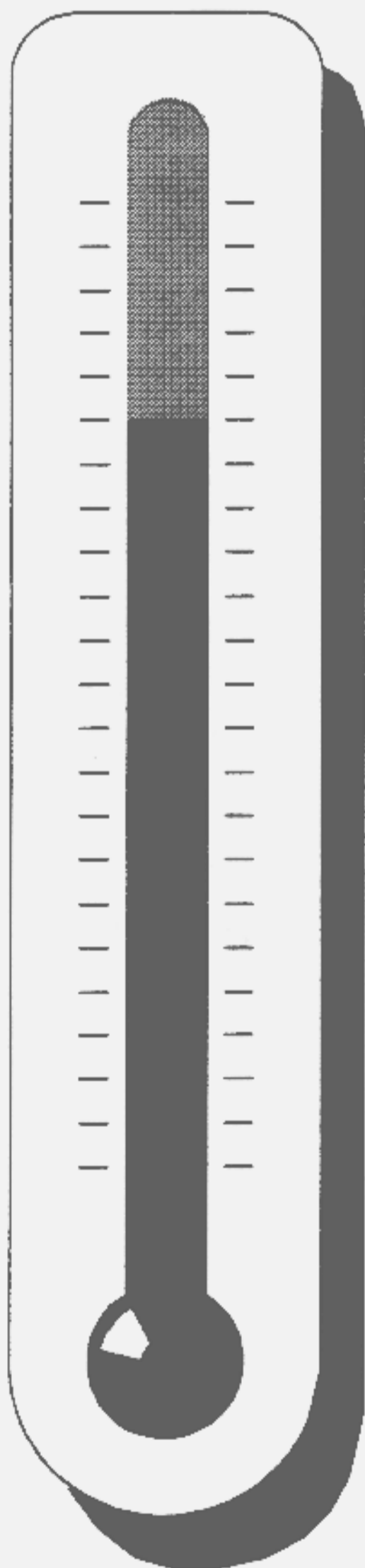




A GUIDE TO WINTER COMFORT, T-5

Just the words “wind chill factor” are enough to make you want to stay home. But wind chill is simply a combination of temperature and wind conditions, and does not always have to be interpreted into a doom and gloom weather forecast. By dressing for the conditions, outdoor winter activity can be both comfortable and fun.

Use this guide to help you decide how to dress for winter outdoor activities when wind chill readings are cited by your weatherman.



Wind Chill

+4° c to -12° c

-12° c to -20° c

-20° c to -25° c

-25° c to -50° c

-50° c

Comfort Factor

Very comfortable outdoor conditions

Comfortable outdoor conditions with dry, adequately insulated clothing

Comfortable outdoor conditions require activity, and quality outdoor clothing.

Shortened outdoor activity with warming breaks. Cover all skin.

Outdoor activity should be kept to a minimum.

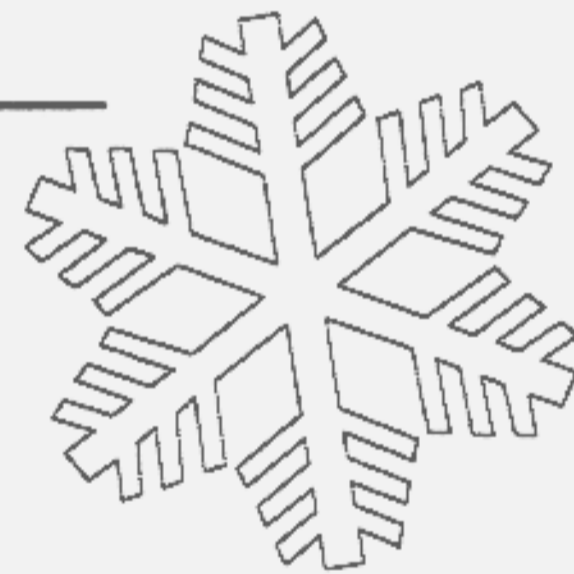
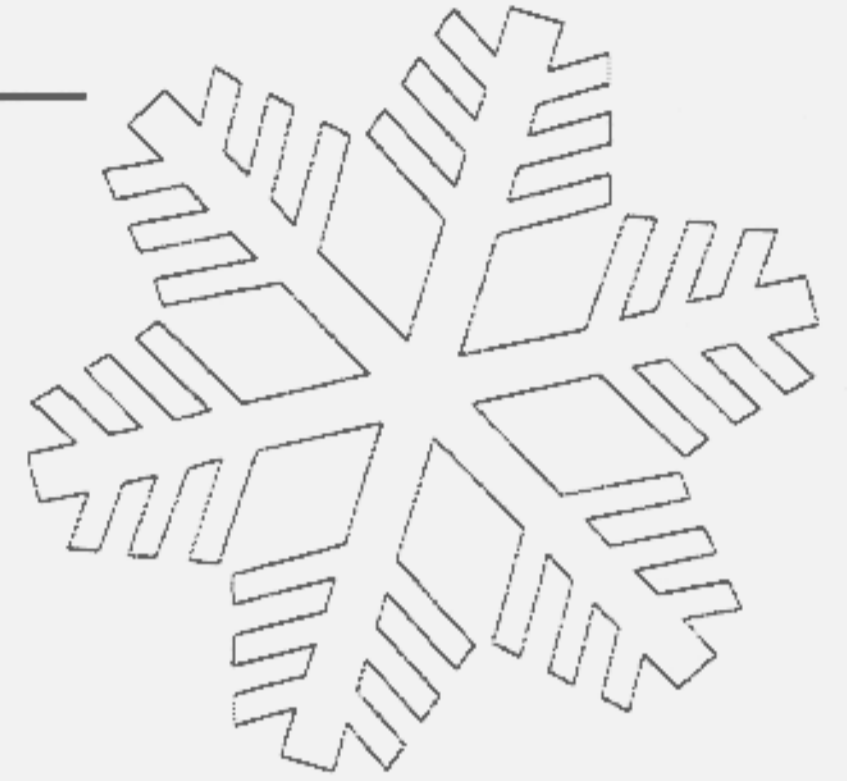
(Reprinted with permission from the Canadian Ski Council's Media Kit 1996)



WINTER NATURE SCAVENGER HUNT, T-6

Go for a wintery walk, solve the riddle on each line and find the winter nature item.

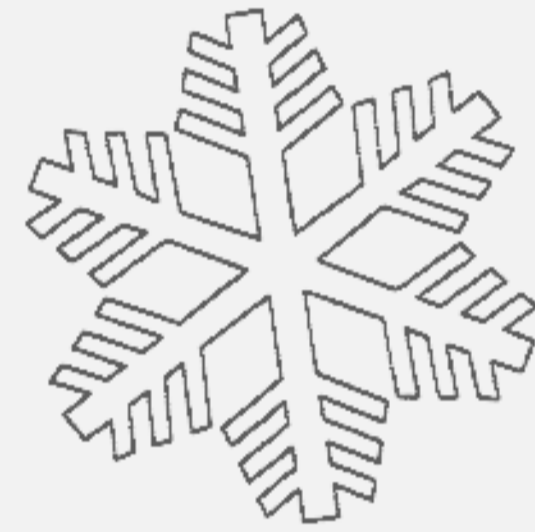
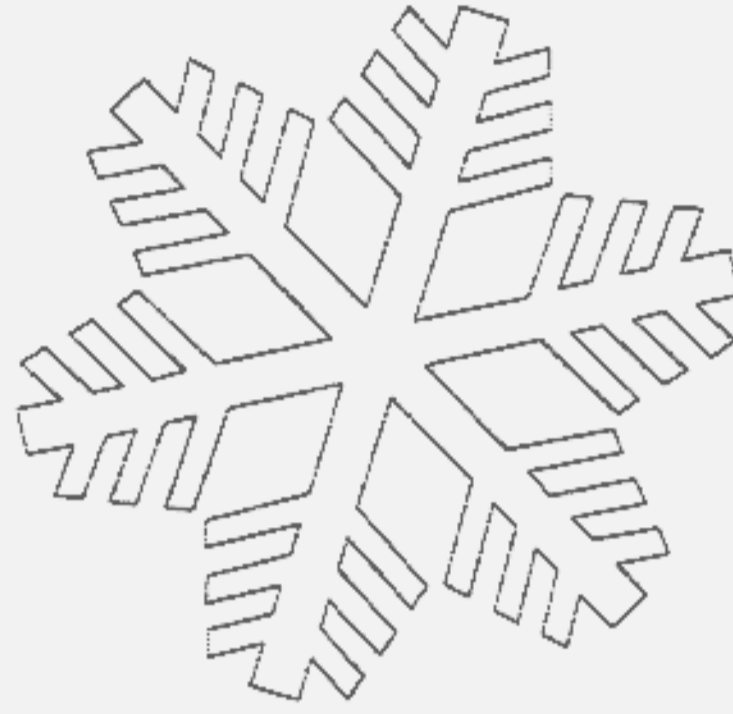
1. These are often on the Christmas tree: _____
2. A hitchhiker: _____
3. A tired hiker's friend: _____
4. A dog has this but a cat has not: _____
5. The sweetest tree: _____
6. You won't find this on a rolling stone: _____
7. A girl who lived with Seven Dwarfs: _____
8. Native people used this to make canoes: _____
9. A Canadian symbol: _____
10. Many of these a bird's suit does make: _____
11. An edible container for ice cream: _____
12. A fire's worst enemy: _____
13. These are used for knitting: _____
14. Always the same colour: _____
15. Two exactly the same you'll never find: _____
16. A page from a book: _____
17. Native people belong to this "bird" tribe: _____
18. Should be used to open locks: _____
19. A little boy's delight: _____
20. An empty house: _____
21. Helps control bleeding, reduce swelling: _____
22. A gem often found in an engagement ring: _____





ANSWERS TO WINTER NATURE SCAVENGER HUNT, T-6

1. icicles
2. burr
3. sturdy stick
4. bark
5. maple
6. moss
7. Snow White
8. birch or elm bark
9. maple leaf
10. feather
11. cone
12. water, snow
13. needles
14. evergreen
15. snowflake
16. leaf
17. crow
18. key-maple
19. sling shot(y-shaped stick), snowball
20. nest, hollow log
21. ice, snow
22. diamond - glint of sun on snow





ACTIVE WORD JUMBLE, T-7

Unscramble the following activities and put the circled letters together to solve the mystery puzzle.
(Hint: the activities are ones that can be done outdoors in the winter!)

GLANWIK

---(o)---(o)---

ISIKNG

---(o)---(o)---

GSWOHSONIEN

---(o)---(o)---

GTNEIRTE

---(o)---(o)---

LAMOBROBL

---(o)---(o)---

CRIGNLU

---(o)---(o)---

OSDNGIDLBB

---(o)---(o)---

GIUTBN

---(o)---(o)---

OOANNGINBGT

---(o)---

GREUIF KTNIGAS

---(o)---(o)---

OKYECH

---(o)---

UEGL

---(o)---

KSIPIGNMJU

---(o)---(o)---

RTIWNE ANVLAIRC

---(o)---

MYSTERY ACTIVE JUMBLE PUZZLE!!

If you were to do all these winter activities with good friends and new friends, you would want to tell us that:

“ ----- !”



ANSWERS TO THE ACTIVE WORD JUMBLE, T-7

GLANWIK

WALKING

ISIKNG

SKIING

GSWOHSONIEN

SNOWSHOEING

GTNEIRTE

RINGETTE

LAMOBROBL

BROOMBALL

CRIGNLU

CURLING

OSDNGIDLBB

BOBSLEDDING

GIUTBN

TUBING

OOANNGINBGT

TOBOGGANING

GREUIF KTINGIAS

FIGURE SKATING

OKYECH

HOCKEY

UEGL

LUGE

KSI PIGNMJU

SKI JUMPING

RTIWNE ANVLAIRC

WINTER CARNIVAL

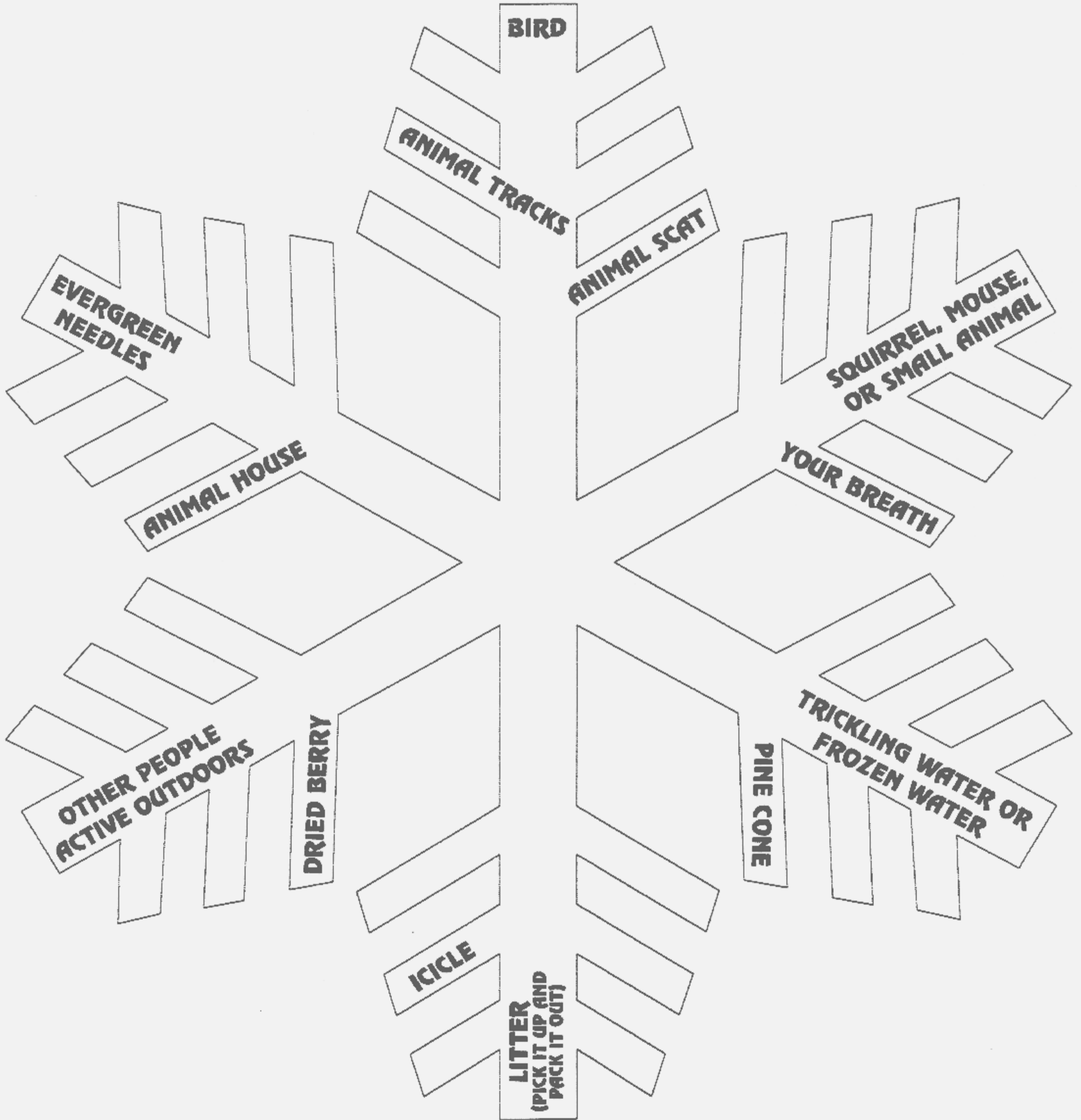
Participating in any of the mystery activities adds to life's experiences and enjoyment. We'll probably hear you telling everyone that:

“ BEING ACTIVE IN WINTER IS FUN! ”



SNOWFLAKE SCAVENGER HUNT, T-8

Look for the winter nature items when you are snowshoeing, skiing or walking in the woods. Check off each one when you discover it. Some parts of the snowflake are blank so that you can put in other things you find along the way! When you have found everything, see how the snowflake sparkles!





WINTER WORD SEARCH, T-9

S W D N I D Q D O L Q D P M A S K M A E H G H B D D H D Z B M H
 N N I O D Q D L Q L A A Q M H Q A X K A H K R C W O H D S I C U
 O B O N G D L M D W H D D H D D R H A A F X K A M M S L A A T A
 W B R W T S T O B B O G A N I N G O V T D K F S B D A D K T M Q
 S A O O B E L A O C R O S S C O U N T R Y S K I I N G T M H B H
 H A D B O A R E H A R H M M W D F I G U R E S K A T I N G L C O
 O Y A T S M L C D R S N O W B O A R D I N G S M S B S N C O H U
 E D T S D L B L A D T I Q D H W M I D R T F N D P D D H T N K P
 I K N M D A E A F M I U I S S N S L D H E M O U E R X D S N T K
 N H O C K E Y D L I P N D D K H N Q Q D B A W D E C H T A D Q P
 G I D D H A B D D L G I G M I I O G R C S H M E D D U B W S D F
 D H C X T H W T J I S H N Q J L W I D R R B A S S I N R R C R D
 T I C E C L I M B I N G T G U L S N E C D U N M K S D S L G L H
 M U S Q F L M D A L F G S S M S C G M S S J A H A D K J K I K A
 M G N S K I D O O I N G K M P K U D S F X J S V T G X H V M N A
 C M F A B A S H F E H L R A I I L A D Y O D O C I S T F L Q Q G
 A U K K Q F A H B B S H A Q N I P M S K T T S D N A H D A T X Y
 M A T R D L L M I E H Q D S G N T A X T C N W D G A B B Q A F D
 S A B D S C Q M A N A N Q C X G U C H M T Z H F K U M F L Q H T
 R Q S M H R A C D S G N A H I R R H Q D Q A E F M D A W A A H R
 C S A W Q A M S M D H Q J Q H A E N N T I K T S U Q S D S H J D
 D P A E Y C R H G W M A A M M E D R I N G E T T E D A I A H Q G

CAN YOU FIND THESE WORDS? THEY ARE ARRANGED:

horizontally, vertically and diagonally.

CROSSCOUNTRYSKIING
FIGURESKATING
SNOWBOARDING
BROOMBALL
TOBOGGANING
ICECLIMBING

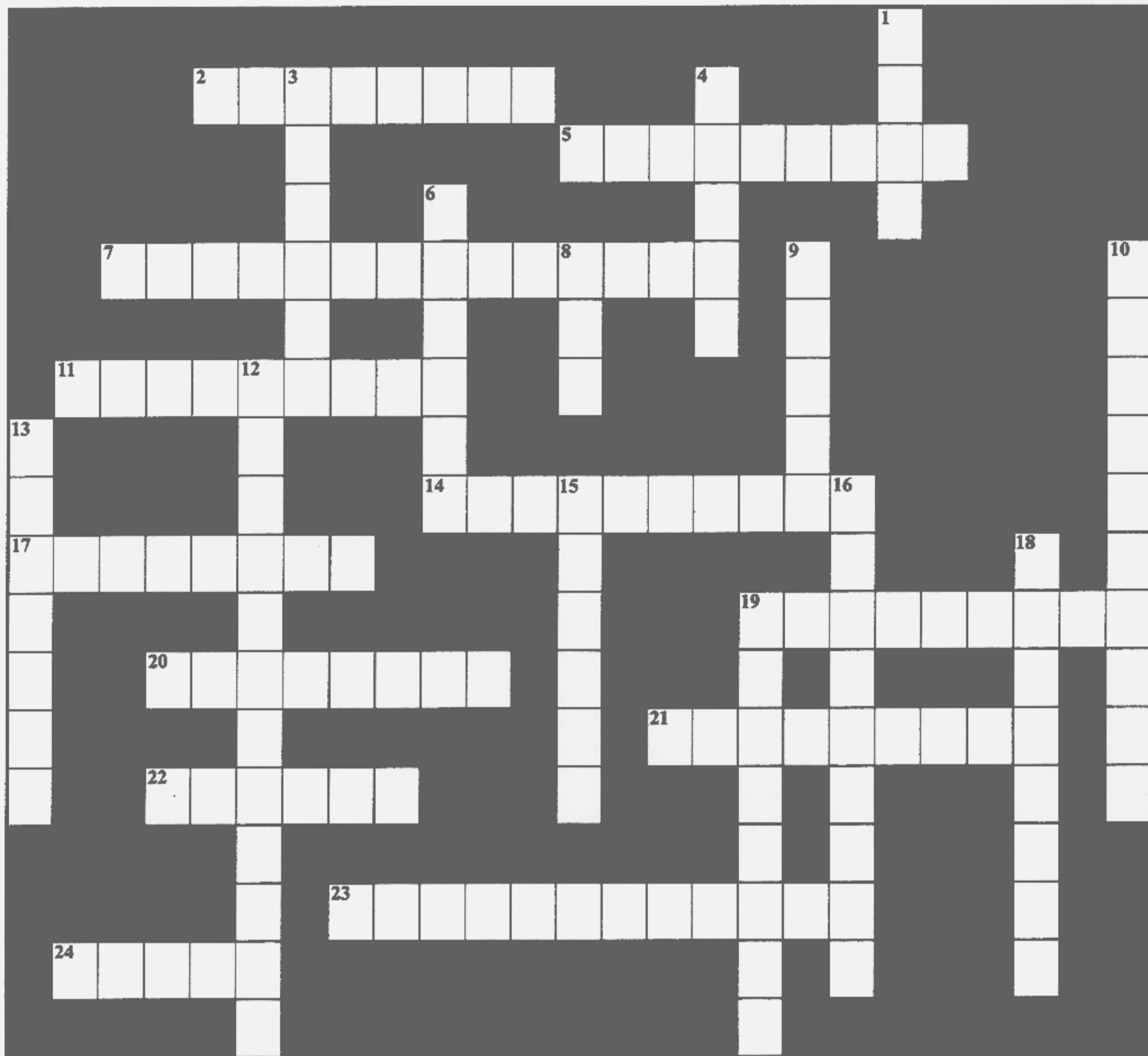
IGLOO
SKIDOOING
RINGETTE
HOCKEY
DOWNHILLSKIING
DOGSLEDDING

SNOWSCULPTURE
SPEEDSKATING
ICEFISHING
SNOWSHOEING
SKIJUMPING
BIATHLON

SNOWBALLFIGHTS
WINTERCAMPING
SNOWMAN
BOBSLEDDING
CURLING
LUGING



WINTER CROSSWORD PUZZLE, T-10



ACROSS

- 2. A sport combining cross-country skiing and target shooting
- 5. A large white animal usually found in the Arctic
- 7. A festival of activities held in winter
- 11. The queen would find it chilly to live in one of these
- 14. These fall from the clouds and no two are alike
- 17. A winter sports competition held every four years
- 19. She lived with the Seven Dwarfs
- 20. Safest position for tobogganing
- 21. A winter activity in which teams place their boots into leather straps attached to two planks and then move forward in unison
- 22. A machine that moves on snow
- 23. A drink that warms you up on cold days
- 24. A northern part of Canada

DOWN

- 1. This animal hibernates in the winter
- 3. It's fun to lie in the snow and make these
- 4. Sap from this tree makes a good syrup
- 6. Dress in _____ for winter outdoor activities
- 8. Frozen water
- 9. Worn on the head in winter
- 10. When cooped up in the winter, you suffer from this malady
- 12. A way of life in which physical activity is valued and integrated into daily life
- 13. A "person" made from snow
- 15. The coldest season in Canada
- 16. These are used to walk in deep snow
- 18. A game played in skates on ice with a bladeless stick
- 19. Throwing one of these can be dangerous



WINTER ACTIVITY PHOTO CONTEST, T-11

Photo contests help to promote winter physical activity or a specific winter activity event. They can also become part of an event by challenging participants to take photos during the activities. The photos then can be used in future promotions. The following ideas are suggestions; modify for your event.

ENTER YOUR WINTERACTIVE ADVENTURES!

CATEGORIES:

- WEIRDEST WINTER OUTFIT**
- BEST BEFORE AND AFTER AN ACTIVITY SHOT**
- MOST UNUSUAL WINTER ACTIVITY**
- MOST ADVENTUROUS WINTER ACTIVITY**
- MOST EXTREME WINTER ACTIVITY**
- MOST UNUSUAL LOCATION FOR A WINTER ACTIVITY**
- COOLEST CHARACTER**
- BIGGEST BOOTS**
- MOST WINTER LAYERS**
- HOTTEST OUTFIT**
- MOST GRACEFUL STYLE**
- MOST WINTER ACTIVITIES IN ONE PHOTO**
- YOUNGEST PARTICIPANT IN WINTER SPORT**
- OLDEST PARTICIPANT IN WINTER ACTIVITY**
- OPEN CATEGORY**

Sample instructions to include on promotional poster/flyer:

Submissions to: (Your address or location)

Deadline for entry of photos: (The date)

Details: (size of photo and any other information)

Put name, address, phone number and description on back of photo

Photos become the property of: _____

PRIZES: State where, when and what prizes will be awarded. (Contact a local photo store or photo developing service for sponsorship)

POSTER TEMPLATE, T-13




ACTIVE LIVING.



This section contains the following camera ready artwork:

WINTERACTIVE LOGOS

ACTIVE LIVING LOGOS

WINTER CLIP ART GRAPHICS

winter
Active!



Colour instructions:

- 1) The word 'Winter' Pantone 314c
- 2) The center snow flake 70% Pantone 314c
- 3) Letters 'C, v, bottom wave, TM' Pantone 314c
- 4) Letters 'A, t, E,' Pantone 272c
- 5) Bottom snow flake Pantone 272c
- 6) Letter 'i, l, and top wave' Pantone 1645c

Pantone 314c

winter
Active!

Pantone 314c 70%



Pantone 272c

Active!



Pantone 1645c

! l



winter
Active!



winter
Active!



winter
Active!



winter
Active!



winter
Active!



winter
Active!



winter
Active!



winter
Active!





Use the ACTIVE LIVING symbol on materials that convey the characteristics and spirit of the ACTIVE LIVING concept.

Colour instructions:

This registered symbol may be depicted as follows:

- 1) Red 'A' (Pantone 185) with Blue wording (Pantone 295)
- 2) Entirely Black
- 3) Red 'A' (Pantone 185) with white wording
- 4) Entirely white

Active Living Canada,
1600 James Naismith Drive,
Gloucester, Ontario
K1B 5N4

Tel. : (613) 748-5743
FAX : (613) 748-5734

Également disponible en français



