

The Chris McCubbins **Sat. Feb. 25, 2012**

**GET OFF YOUR  
BUTT  
AND SKI**

**CORPORATE CHALLENGE** **EVENT**

[www.getoffyourbuttandski.com](http://www.getoffyourbuttandski.com)

**Corporate Challenge 2012**

Windsor Park Nordic Centre



# Kids Program

**W**hat can make a difference to an under-privileged child growing up in the inner city of Winnipeg? How about exposure to sport and healthy exercise and the chance to learn new skills and succeed. Having fun with other kids in a positive environment, mentored by

adult role models. Travel out of the inner city to a different neighbourhood where there are trees and a river. The chance to continue to participate over more than one season in an activity that has been both a challenge, but ultimately fun and rewarding.

The Chris McCubbins School Ski Program has succeeded in making a difference. Managed by the Cross Country Ski Association of Manitoba and run by volunteers, many of them retired teachers, the Program has created a legacy for kids who have fewer opportunities than most in our city. Funds for the Program are raised through the Chris McCubbins Get Off Your Butt and Ski Corporate Challenge Event held annually in February.

The Kids are drawn from inner city area schools. Each school sends 13 Kids for weekly lessons at Windsor Park. Two schools are combined per day, meaning that the program runs three afternoons a week for a six week period beginning in mid-January. 75-100 kids are out skiing and gaining the benefits of the program each year. In addition, an after-school program for participants from the previous years happens once a week.

During the program, the Kids are introduced to the basics of cross-country skiing, classic technique.

A variety of games and activities help the students feel at ease on skis and develop their ski skills. The students also learn to wax and care for ski equipment. The focus is safety, manner and fun.

In addition to the purchase of skis, boots and poles, the money raised from the corporate challenge event pays for trail fees at Windsor Park Nordic Centre and for certified instructors.

Each student receives a program toque. The schools have made the commitment to provide transportation for the students and accompanying staff on a rotating basis. The skills that these staff members learn as they assist the instructors will be a further benefit to the schools.

From just an idea, the Chris McCubbins School Ski Program has grown into a successful initiative with clear benefits. **Chris McCubbins**, founder of the program related this anecdote: "During the time we have run the program we have only had to ask one student to leave the program. He was not following instructions and behaving in an unsafe manner by leaving the group and arguing with the adults in charge. Upon discussion with the principal of the school where the student attended it was decided to give him another chance. The principal had had reservations about sending him to the ski program but felt it was important enough to the student that he would be able to control his impulses. The rest of the sessions he was a model student as well as becoming a very improved skier. At the end of the season a student from a different school mentioned this boy as a special friend he had made during the ski classes." Just one example of how a program like the Chris McCubbins School Ski Program has made a difference. Thank you to everyone who has been part of that success.



# information 1



## **INFORMATION FOR CORPORATE TEAMS IN THE GREAT GET OFF YOUR BUTT AND SKI EVENT ON SATURDAY, February 25, 2012 AT WINDSOR PARK NORDIC CENTRE**

### **WHAT IS THE GET OFF YOUR BUTT AND SKI EVENT?**

- An initiative of the Cross Country Ski Association of Manitoba
- Organized to:
  - raise the profile of cross-country skiing in Manitoba and encourage participation in a healthy, fun winter activity
  - raise funds for the Chris McCubbins Inner City School Ski Program
  - introduce you to or remind you of the fun of cross-country skiing

### **WHAT DO YOU RECEIVE WHEN YOU ENTER A CORPORATE TEAM?**

- Two free ski lessons at Windsor Park for your five-member team prior to the event if you enter before Jan. 31st, 2012. Plus free ski rentals for the lessons and on the event day.
- Coach for the day of the event
- Event recognition gift for each team member
- An event day hot drink and light meal
- Recognition plaques for the teams



### **WHAT DOES IT COST?**

- Corporate team participation cost is \$500 (by Jan. 31st, 2012) or \$600 afterward.
- If you cannot enter a team, tax deductible donation can be made online at [www.sportmanitoba.ca/nstf.php](http://www.sportmanitoba.ca/nstf.php)

*Take the coveted trophy skis back to your office, or challenge another team to see who can make the most laps in an hour! Your employees will have an opportunity to have some fun and do some team-building. Blow off some winter cobwebs while learning to ski. Whatever your motivation, join us for this year's Corporate Challenge.*



# information 2



## **WHAT DO YOU HAVE TO DO AND HOW FIT DO YOU HAVE TO BE?**

- The event is organized around a 1-hour classic ski relay race. Each team member will be expected to ski an approximate 1 kilometer loop of groomed trails at Windsor Park Nordic Centre. Following each team member's completion of the loop, the team member will pass/tag the next team member, who will then complete a further loop. Each team will continue in relay fashion around the loop for one hour. The team that completes the most laps in that one hour will be the winner.
- For more information on the event, how to register and race details, please call Karin at Cross-Country Ski Association of Manitoba (925-5639)

## **WHO CAN BE ON THE TEAM?**

- Only employees and their family members will be eligible to ski on a particular corporate team.
- If you cannot find a team of 5 people to participate, please let us know since we may be able to create a combination team.

## **WHO WINS?**

- Actually, everyone does, but especially the inner city kids who will benefit from the program created and supported.

## **WHAT ABOUT MY FAMILY AND FANS?**

- We would like to encourage you and your friends/family to come out to cheer and spend the day skiing at Windsor Park Nordic Centre, even if for the first time.

# corporate benefits



## Team benefits

- team building
- morale-boosting draw prizes, everyone's a winner!
- corporate event during the winter, when there are few other events
- improved health of participants
- corporate social responsibility by assisting children who have fewer opportunities than most in our city

## Corporate Recognition

- name and profile on website for the event, [www.getoffyourbuttandski.com](http://www.getoffyourbuttandski.com) and the web site of the Cross Country Ski Association of Manitoba [www.ccsam.ca](http://www.ccsam.ca)
- opportunity to mingle with other participants and sponsors on the event day
- team photograph for your office

## Value for money

You could not ask for a better deal. You get more than \$150 worth of lessons, more than \$150 worth of rentals, more than \$70 worth of trail fees and even great food on the day of the event. Do the math, and no matter how you cut it, you're getting a bargain for a fun staff motivation day at just \$600.



## Media Coverage

Our annual corporate challenge ski event and the Ski Kids Program has attracted media attention in print, on the radio and television.

- CBC radio
- Winnipeg Free Press articles and ads
- City TV

# past participants



## Teams from Past Years

Over the past years, teams from these companies and organizations have participated one or more times. Congratulations and Thank You!

Agricore United

Aikins MacCaulay & Thorvaldson

BDO Dunwoody\*

Canadian Diabetes Society

Canadian Wheat Board

Cancer Care Manitoba

Deeley Fabbri Sellen Law Corp.

Earth Tech

Gerdau MRM Steel

Health Sciences Centre\*

Hilderman Thomas Frank Cram

InterGroup Consultants

KEY 570 (The Executive Committee)

KGS Group

Lazer Grant\*

Manitoba Hydro

Mountain Equipment Co-op

MMM Group

National Leasing

North/South Consultants

Online Business Systems\*

Randonnée Tours

Scatliff+Miller+Murray Inc.

Taylor McCaffrey

TEC 270 (The Executive Committee)

TEC 271 (The Executive Committee)

Travel Manitoba

Winnipeg Regional Health Authority\*

\* = entered multiple teams in a year

# ready to go!



Your team is all ready to go in the Great Get Off Your Butt and Ski Event

Saturday, February 25th, 2012 at Windsor Park Nordic Centre located at 10 Des Meurons

### **8:30am - 10:30AM: Sign-in**

Team captains will pick up the team's goodie bag and take care of getting the waiver form signed by all teammates. You will then meet up with your coach for the day and take care of ski waxing and race tactics! All team members needing ski equipment from Windsor Park should show up early to get suited up.

### **11:00AM: The Race is On!**

The gun will go off at 11:00 and the 1st skiers on each team will start making their way around the loop. The 2nd skiers will line up and wait for their teammate to return and receive their team's lap counting cards from their coach then off they'll go. Repeat for skiers #3, #4 & #5 etc. until 1 hour has passed.

### **12:00 NOON: To the victors go the spoils!**

Time to count laps and crown the winner! Please get your team together on the infield for a team photo before heading into the clubhouse for awards and eats.

### **Après Ski**

Awards and Eats. Time for a light lunch with catering by Tall Grass Prairie. Your team will receive your commemorative plaque, we'll draw for some prizes and look forward to doing it all again next year.

### **For last minute questions:**

Before the event, please call: Karin McSherry office 925-5639

The day of the event, please call: Windsor Park Nordic Centre 253-9236

Also: Karin McSherry cell: 791-3195, Ruth Marr cell: 995-3496

# Chris McCubbins



Chris McCubbins, a retired Winnipeg school teacher with a passion for cross country skiing and helping kids is the reason this event exists. Chris passed away in 2009 after a battle with cancer.

It was Chris' idea to organize an event to raise money that could fund a ski program for Inner City school kids. In February 2003 the inaugural *Great Get Off Your Butt and Ski* event was held and the Inner City School Ski program launched in 2004. By then Chris has become a Level 2 CANSI instructor. For all of his adult life, Chris was involved in outdoor fitness activities like running and cross country skiing, and for over 30 years he worked with young kids. He was a natural leader and mentor and took great pleasure in providing positive outdoor experiences for the kids in this program.

CCSAM is proud of Chris' work with the *Great Get Off Your Butt and Ski* event and the Inner City Kids' Ski Program, and on behalf of all those kids who wouldn't otherwise have the opportunity to ski, we thank and honour him.

Chris McCubbins was born in Enid Oklahoma in 1945.

As a youth, he never got a hit in Little League baseball, he was the last person to be selected in school yard games, and he was the last player to be substituted into basketball games in the Church league. He did not make the Junior High track team.

At Enid High School in 1962, Chris went out for cross-country running in grade 11, and was the fastest runner on the team. His mile time on the track was 4:41. The next year, he won his conference in cross-country running, He was sick for the State Championships, but ran a 4:24 mile, which placed him 3rd.

Chris attended Oklahoma State University from 1963 to 1967. In 1965, he placed 5th in the NCAA cross-country running championships. Two years later, he won the NCAA steeplechase championship, and later that summer he won the gold medal for the USA in the steeplechase at the 1967 Pan Am Games, right here in Winnipeg. He also finished first at the *Europe vs Americas Steeplechase* in Montreal.

In 1969, Chris represented the USA at the world cross-country running championships in Scotland, and in 1969 and 1970, he competed in modern pentathlon for the US Army, placing 5th in the national modern pentathlon championships in 1970.

Chris moved to Winnipeg in September 1970, started teaching in the Winnipeg 1 School Division in 1974, and became a Canadian citizen in March 1976.

# Chris McCubbins...



In 1975 (representing Canada), Chris ran a 10K in 28:16 at the *Montreal pre-Olympics* meet. That time still stands as a Manitoba record in the 10K. In early 1976 he ran a 5K in 13:44 in Knoxville Tennessee. At the 1976 Summer Olympic Games in Montreal in the 10K race, he had not fully recovered from a groin injury, and ran a personal worst.

Chris later represented Canada at a world cross country running meet in Glasgow Scotland, and his last international race was at the world cross-country running championships in 1984 in New Jersey.

In 1986, Runners' World magazine rated Chris as the #4 masters road runner in the world, and in 1987 he set a North American record for Masters in the 15K: 45:34.

Chris was inducted into the Manitoba Sports Hall of Fame in 1999.

Chris started skiing in 1974 on a pair of woodies from Fresh Air Experience. He claimed to be a terrible skier, and his skiing partners even counted the seconds between his falls. When he got to where he fell less than 10 times during a ski outing, he felt like he was doing great. He basically ran and slapped like crazy, but he enjoyed being out in the winter on the snow.

In 1985 he was still a pretty horrible skier, so he took his first ski lesson from Ihor Barwinsky.

His first race was in 1993 at the *Freeze Yer Gizzard* in International Falls. By this time Chris was an excellent classic skier. In the 30K race at the 2005 Manitoba Loppet he finished 3rd of 19 Male Masters, the 2nd oldest skier in the race.

Chris just really loved to ski. He loved it for the same reasons that made cross-country running his favorite way to train as a runner: his favorite places to exercise were parks and forests.

Chris spent almost his entire 27-year teaching career with early years students in the Winnipeg 1 School Division at Kent Road, Riverview, and David Livingstone schools. He retired in 2001 at age 55.

Chris McCubbins passed away on August 21, 2009 after a six month battle with leukemia. On August 18, 2009, the Inner City Kids' Ski Program was renamed the *Chris McCubbins Inner City Schools Ski Program*, and the *Great Get Off Your Butt and Ski* event was renamed the *Great Get Off Your Butt and Ski in honour of Chris McCubbins*.