



**British Canoeing
Partnership
Opportunities
from grassroots
to Olympics**

From 6 to 90 years old, from canals to coasts and from canoes to sea kayaks

125 miles is the length of the annual Devizes to Westminster canoe race marathon

75, is the age of one lady club member who recently paddled a 4-mile race just 6 months after overcoming breast cancer

5 medals were won at the Olympic Games in Sydney 2000 and Athens 2004

Paddlesports can mean something completely different for one person to the next. For a family with young children, canoeing makes a fun day out. For those wanting to get away from it all, what better place to be than on a tranquil piece of water.

Wonderful ways with water

The opportunities are as open and diverse as the UK's thousands of miles of canals, rivers, lakes and coasts. Canoeing can be highly competitive, including marathon races from 3 miles right through to 125 miles or it can be the excitement and buzz of white water and slalom racing. Canoe polo is a great team sport, while open canoeing lets you pack your tent and escape the pressures of modern life. Try sea kayaking around the coasts and there's even more to discover, from secluded coves to fascinating wildlife.

We're here to help people and organisations get involved

The British Canoe Union (BCU) is the National Governing Body for canoeing and leads the way for the sport and recreation in the UK. We have affiliated clubs, approved centres and BCU qualified coaches throughout the country to support individuals, schools, colleges and organisations in making the most of the opportunities canoeing offers.

A passion for partnership

At the BCU, we're as open and involving as our sports are. We believe that through strong partnerships we can continue to evolve and grow canoeing and kayaking from grass roots up.

Good for you

For businesses and organisations, a partnership with the BCU has great potential benefits

- Link with a sport and recreation that is healthy, inclusive and environmentally friendly
- Associate your organisation with the excellence and international success that our elite athletes drive for
- Develop team work and leadership skills
- Involvement with the local community
- International brand exposure on elite teams
- Access to a nationwide network of
 - 30,000 members
 - 11,000 coaches
 - 600 clubs
 - 150 approved centres
 - academies and schools

You can also communicate to the canoeing community via our website where the number of hits is consistently growing.

And good for us

Through partnerships, we can add to our resources, train more coaches and encourage new people to give canoeing a go – especially young people. We can also help talented individuals to nurture and realise their potential. And as the 2008 and 2012 Olympic Games draw closer, we'll be doing all we can to raise our sport's profile higher than ever before.

The London 2012 Olympics will give us and our partners an opportunity to present our sport to a wider audience, significantly increasing participation

**Share our success.
Join our passion.**

Call 0845 370 9511
Visit www.bcu.org.uk
Email partnership@bcu.org.uk

With 1.5 million people already on board, paddling is the UK's most popular watersport*

Canoeing** opens up a whole new world for people from all walks of life and all age groups. Its growth in popularity is no surprise – canoeing gives individuals the opportunity to compete at the highest level, to relax or just have fun.

Fit and fun

Canoeing covers all kinds of paddlesports, from sprint racing through to family paddling and canal touring. There really is something for everyone, offering great health benefits whilst being environmentally friendly. Canoeing gives the whole body a good workout and because it's flexible and accessible, it can also be enjoyed by people with disabilities and those wanting to take part in a low impact activity.

Making a splash

With new people testing the waters and trying canoeing every day, canoeing is fast becoming a national passion. British athletes are winning medals in both Olympic and non-Olympic disciplines of canoeing, and the UK already has an amazing 600 clubs dedicated to paddlesports. So now is the time to get involved.

85 medals were won by the GB Team at World and European events in 2006

11,000 registered coaches and 145 approved centres mean a wealth of paddlesport expertise and experience is on hand



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* RYA Watersports Participation Survey 2006
** The generic term for canoeing and kayaking