



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

To get involved or to find out more:
Call 0845 370 9511
Visit www.bcu.org.uk
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British Canoeing Partnership Opportunities from Grassroots to Podium



British Canoe Union, 18 Market Place,
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With 1.5 million people already on board, canoeing 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 everyone 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 is flexible and accessible, it can also be enjoyed by people of all abilities 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 150 approved centres mean a wealth of paddlesport expertise and experience is on hand



* RYA Watersports Participation Survey 2006

** The generic term for canoeing and kayaking

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**

Canoeing 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 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 escape the pressures of modern life. Try sea kayaking around the coasts and there's even more to discover; secluded coves, fascinating wildlife and spectacular scenery.

**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 from grass roots to podium.

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 strive for
- Develop team work and leadership skills
- Involvement with the local community
- International brand exposure on elite teams
- Access to a nationwide network of
 - 60,000 members
 - 11,000 coaches
 - 600 clubs
 - 150 approved centres
 - academies and schools

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

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