

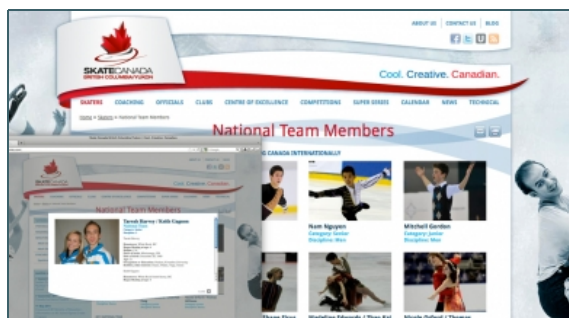
BC/Yukon Website

SKATE CANADA



▶ The BC/Yukon section of Skate Canada is responsible for delivering skating programs throughout the regions.

Red Rocket created a new website that built on an already-established national brand, Skate Canada, and engages current and future skaters with interesting information and access to extensive resources. Drawing together beautiful ice textures with monotone images of skaters, the background of the site provides a delicate but strong foundation for the wide-ranging content. Gentle curved graphic elements flow like skaters' marks and tie the content together while supporting the logo design.



Employing a scalable solution the site allows visitors access to live video streaming during competitions – which regularly logs 5,000 hours of viewed content over a weekend -- and event results are delivered in real time. Event calendars, RSS feeds and social media links build to create a central hub of up-to-date event information.

With over 8,500 hits expected on the site during an event, Red Rocket delivers a technically robust site with an intuitive CMS system that allows Skate Canada to provide its users with clear up-to-date information.

www.SkatingInBC.com