

## Phoenix Children's Hospital Benefit Fair Day – September 25, 2010

Written by Steve Yee, Arizona State Archery Association

On September 25, Hubbard Swim Schools and Arizona Sunrays Gymnastics hosted their annual Phoenix Children's Hospital benefit Fair, held in the Kino Business Complex located at 32<sup>nd</sup> Street and Thunderbird Road in Phoenix. Phoenix Children's Hospital is the primary pediatric care and level 1 Trauma center for pediatrics in the State of Arizona, and is a non-profit organization.

Because of the need for youth activity due to childhood obesity, some of the local Olympic sports organizations were asked to participate. There were five Olympic sports represented at the fair – USA Archery (via the Arizona State Archery Association), USA Gymnastics (via the Arizona Sunrays), USA Swimming (via the Hubbard Swim Schools), USA Cycling, and USA Triathlon (via RaceLab).

In attendance – Steve Yee (ASAA), Susan Yee (upcoming Intermediate Instructor/booth support), Brad Kathrins (upcoming Intermediate Instructor), Steve Stringham (photographer/booth support), Adam Stringham (JOAD Shooter), Spencer Yee (JOAD Shooter), and Alex Kathrins (JOAD Shooter)

The ASAA was given a cordoned off shooting area 30 meters deep by 15 meters wide. Placed in a rather large traffic area, target bags (provided by Hubbard) were placed at a 8 and 10 meter position, and a larger target stand was used by the JOAD shooters for target demonstrations. Generic bows and fiberglass arrows were provided by Hubbard out of their summer camp supplies. Weather was sunny, with a light breeze, and temps were 105 degrees F. Estimated attendance at the end of the fair was nearly 1200 people, which was an increase from prior years.

The booth was equipped with a canopy (provided by the booth staff), a portable misting system (also provided by the booth staff), ice cold water (provided by the fair for free), and some demo bows to show what Olympic style bows and open class compound bows look like. The shootable demo bows on the booth table were a Hoyt Eclipse style riser recurve bow (42# limbs), and a Hoyt Ultra Elite compound bow (57#/29" draw). Both bows were equipped with USA Archery/FITA legal style setups, including Sure-Loc sights, Easton A/C/C arrows, and B-Stinger stabilizers.

Giveaway items also were part of the booth environment. Many thanks to Rhonda Crabtree and the staff at Corner Archery in Glendale for providing hats, shirts, and Crocs shoes for the giveaway. Booth visitors had an opportunity to shoot at Dixie Cups filled with a tag. If they hit the cup, they won whatever was in the cup's tag. Posters from the Robin Hood movie premiere was also used as giveaways.

Highlights of the booth's activities include:

- A very busy booth environment. This was caused by a combination of the portable misting system as an attraction for the warm weather conditions, extra chairs for visitors to use under the canopy, along with the use of the demo team during the rare slower periods all merged to where we were running two lines and had 3-4 level deep waiting lines. In all, we averaged 30 people per hour over the course of the 4 hour timeframe. Booth staffers had to shut down the booth by 6:30pm due to lack of sunlight and safety reasons. Nearly 100 flyers were given out by booth staffers.
- A visit by the local Miss USA contingent. Over the course of the day, we had three visits by Miss Arizona and her court. The largest of the contingent visited us early on in the fair, and we had one court member return twice with other court members that did not get a chance to participate in the first lesson. “Empowering” and “powerful” were the two words used by many of the court members. Interest in archery was enough that during a return visit, we were asked about how archery could be used as part of the talent portion of a beauty pageant. We will likely get some coverage of this portion of the event to go as high as the Miss USA national level. Photograph copies were requested by representatives of the Miss USA organization.
- A visit by the benefit host representatives (Phoenix Children’s Hospital) enabled the ASAA to get some recognition and a write up in an upcoming PCH magazine. This will give us excellent coverage in the Maricopa County area.
- A visit by “Raising Arizona Kids” magazine allowed us to establish a relationship in which they want to have us write articles about archery, both as a results based article for JOAD tournaments, along with articles about archery in general for potential youth shooters. This relationship will allow us to get coverage for all of Arizona in a media method that was rather unexplored.
- Discussion with Hubbard for youth archery will continue, possibly having an ASAP/NASP style portion of their youth camps get expanded and integrated into our JOAD programs.
- And, a visit by the Arizona Sunrays dance competition team allowed us to show that archery and gymnastics can be successful cross training. The girls from the dance team were some of the fastest learners, and this group had the most success in hitting the target bags.

Overall, attending this fair was a great success! We were able to reach a large number of people in a short amount of time, we got excellent coverage with other organizations, and we were able to establish additional methods for reaching out to the community to grow youth archery.

Photo highlights and slideshows can be viewed here:  
<http://picasaweb.google.com/sjstringham/PCHDay#>