



Skate Canada
Annual Report 2024

TABLE OF CONTENTS



- 02** | Message from the President and CEO of Skate Canada
- 04** | 2022-2026 Strategic Plan
- 06** | 2023-2024 Scorecard
- 08** | 2024 ISU World Championships
- 10** | Skating for Everyone
 - 11** | Equity, Diversity, Inclusion and Accessibility
- 12** | Skating for Life
 - 14** | Skate Canada Map
- 15** | Skating to Win
 - 15** | 2023-2024 Review: Highlights of the Season
 - 16** | Event Champions
- 20** | Financial Responsibility
- 21** | Communications
- 23** | Thank You Volunteers and Officials
- 24** | Board of Directors, Standing Committee Chairs and Sections
- 25** | Sponsors
- 26** | 2024-2025 Skate Canada Events

MESSAGE FROM THE PRESIDENT AND CEO OF SKATE CANADA



When we reflect on 2023, it's no doubt that Skate Canada had an excellent year. Strong growth in our membership and coaching programs, achievements from our high-performance athletes, and engagement with our community partners propelled us forward on the path laid out by our 2022-2026 Strategic Plan.

As we look back on the 2023-2024 season, we are very optimistic about our journey forward. We are also showing great progress against all three of our strategic imperatives: Skating for Everyone, Skating for Life, and Skating to Win.

In support of Skating for Life, we attracted more than 207,000 registrants in our skating programs last year. We also found new ways to engage with our adult community, launching the first-ever Skate Canada Adult Skating Camp which brought together skaters from Canada, the

United States and Mexico – a true embodiment of the Skating for Life philosophy.

Continuously developing champions is key element of Skating to Win. In 2023, we were privileged to witness many successes in both national and international competitions, with our high-performance athletes bringing home four championship gold medals and a total of 54 international medals. The season was capped off with the incredible 2024 ISU World Figure Skating Championships on home ice in Montreal, Quebec, where our athletes thrilled the local crowds and captured a gold and silver medal.

Skate Canada is committed to making Skating for Everyone. To advance truth and reconciliation within our sport, we formed meaningful relationships with Indigenous communities. Through our Community

Constellations initiative, we removed financial barriers providing opportunities to attend live figure skating events, and our Community of Practice sessions helped build the knowledge of our members on equity, diversity, inclusion, and accessibility. In all our work both on and off the ice, we prioritized our key values of safety, excellence, integrity, innovation, and collaboration.

To our volunteers, athletes, coaches, officials, staff, members, sections, clubs and schools, thank you for your ongoing support, collaboration and contribution to a wonderfully successful year. It's through our collective efforts that Canadians from coast to coast can, and continue to, experience the joy of skating.

Sincerely,

A handwritten signature in black ink that reads "Karen Butcher".

Karen Butcher
President, Skate Canada

A handwritten signature in black ink that reads "Debra Armstrong".

Debra Armstrong
CEO, Skate Canada

2022-2026 STRATEGIC PLAN

VISION

Inspiring everyone to experience the joy of skating.

MISSION

Skate Canada will be a leader in the delivery of quality skating programs and continuously develop champions.

VALUES

Safety, Excellence, Integrity, Innovation and Collaboration

STRATEGIC IMPERATIVES

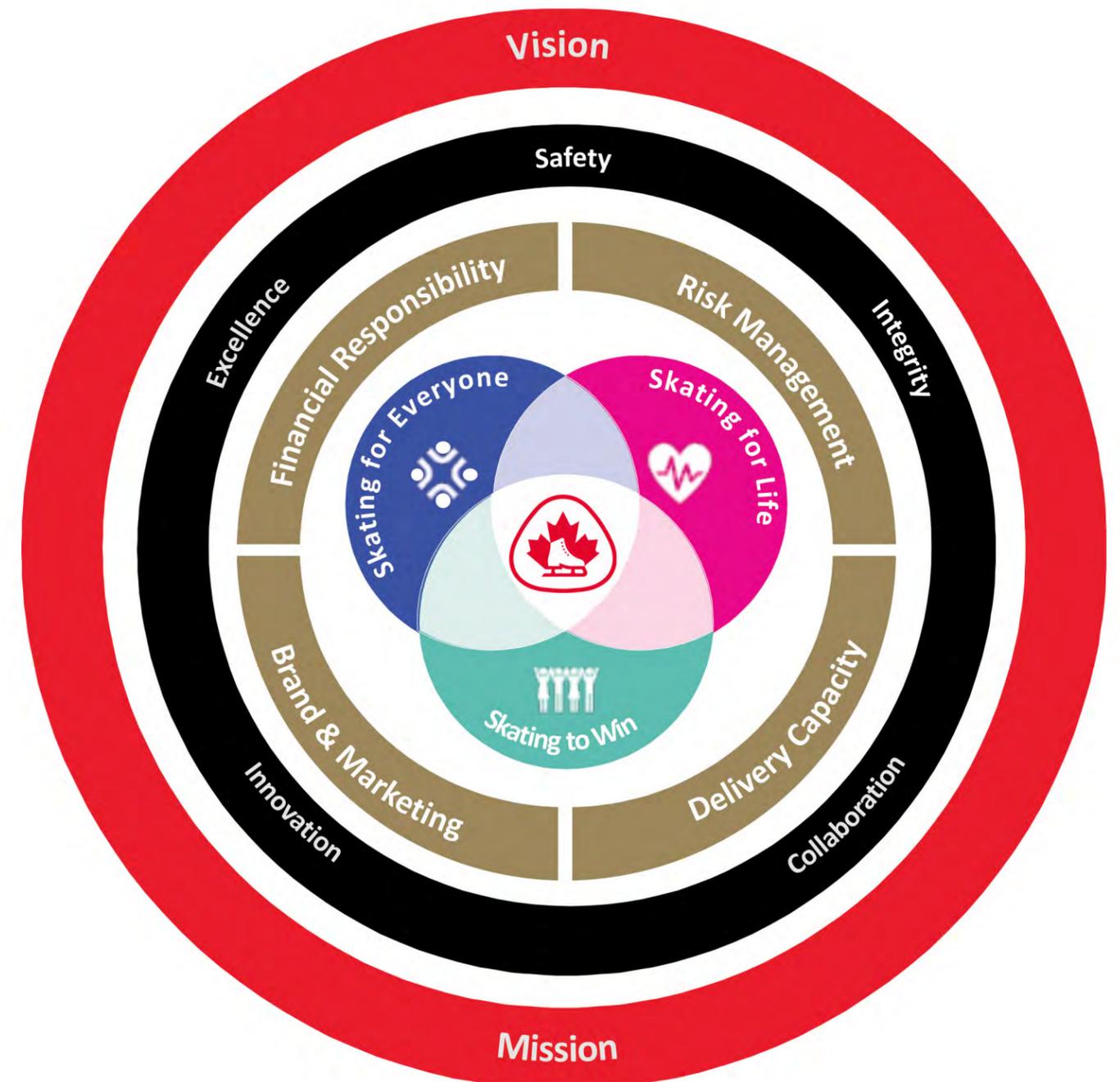
- Skating for Everyone
- Skating for Life
- Skating to Win

SUPPORTED BY OUR FOUNDATIONAL ENABLERS

- Financial Responsibility
- Risk Management
- Brand and Marketing
- Delivery Capacity

The 2022-2026 Strategic Plan is actively used to guide the decision making of the organization during the quadrennial and beyond and we are excited to continue delivering on these important targets we have set for the organization. A Strategic Plan poster and a short video providing a high-level overview of the plan were also produced and made available to stakeholders as of September 2022.

For the full 2022-2026 Strategic Plan document, as well as related resources, please visit the Corporate tab on Skate Canada's web site.



2023-2024 SCORE CARD

The 2023-2024 season was the second year of our 2022-2026 quadrennial cycle. We have continued to make important strides towards our goals in every strategic imperative and we are excited about our results.

Our Strategic Plan Scorecard provides a comprehensive visual layout of our performance relative to our goals for the past year.

LEGEND

- Target achieved
- In Process/Behind Target

SKATING FOR EVERYONE

EDIA Communities of Practice	Task Complete	Indigenous Community Outreach	Task Complete	Diverse Leaders Mentorship	Task Complete
Implement Exit Survey	Task Complete	EDIA Education	Task Complete	Complete Diversity Data Collection Survey	Task Complete

	2023/2024	
	Target	Result
SKATING FOR LIFE		
Registrants	195,000	207,356
Coaches	5,800	6,167
Conversion (CanSkate to Figure Skating)	8.5%	8.0%
Skater Achievements	85,000	93,970
SKATING TO WIN		
International Entries (All Disciplines)	33	33
Athletes Achieving Minimum Technical Score	54	61
International Medals	34	54
New Pathway Qualifications (Coaches)	2	4
New Pathway Qualifications (Officials)	30	46

	2023/2024	
	Target	Result
FINANCIAL RESPONSIBILITY		
Balanced Budget	Balanced	Balanced
Asset Management	In line with policy	In line with policy
RISK MANAGEMENT		
Identified Risks	70%	
Controls Implemented	94%	
BRAND AND MARKETING		
TV and Streaming Viewers (Millions)	3M	2.76M
2024 ISU World Championship Delivery		
DELIVERY CAPACITY		
Digital Transformation	50%	
QUALITY METRICS		
Parent Satisfaction with Quality of Club/Skating School Experience	81%	79%
Parent Satisfaction with Quality of Programming	82%	85%
Coach/Official Satisfaction with Training Materials Including eLearning Materials	81%	92%
Club/Skating School Satisfaction with Technology Infrastructure/eLearning Materials/Resources	81%	100%

2024 ISU WORLD CHAMPIONSHIPS, MONTREAL



2024 ISU WORLD CHAMPIONSHIPS, MONTREAL

This year marked a significant milestone for Skate Canada as we hosted the 2024 ISU World Figure Skating Championships in Montreal, Quebec, a first in more than 90 years.

The event was a resounding success for both the International Skating Union and Skate Canada, with over 42,000 spectators experiencing the thrilling atmosphere of the Bell Centre and an estimated 250 million viewers watching the competition from the comfort of their homes. The on-ice light presentation, a spectacular Opening Ceremonies and a loud and enthusiastic crowd, made for a great experience for all involved. The Skater performances were exceptional, in a setting that was perfect for a World Championship event. The event also garnered substantial media attention, attracting over 250 media representatives spanning written press, photographers, and television crews who provided on-site coverage throughout the week.

These Championships also represented an opportunity for Skate Canada to celebrate our athletes and alumni, to foster better collaboration with our coaches and officials and to connect with figure skating fans from across the globe.

The International Coach Apprenticeship Program (ICAP) and the Worlds Officials Program were both successfully delivered throughout the event, providing continuing education for some of our key stakeholders. Skate Canada also established meaningful relationships with Indigenous communities, specifically the Kahnawake Reservation, and leaders such as Grand Chief Kahsennenhawe Sky-Deer and Longhouse Chiefs who attended the competitions. Additionally, a welcome message by Konwatsitsawi Meloche was played each day during the World Championships.

Spectators of all ages got to experience a one-of-a-kind figure skating event, with opportunities to meet their favorite skaters, in-venue contests, autograph sessions, interactive booths, and a fan festival. Various alumni were on-site, including the likes of Elvis Stojko, Keegan Messing, Elladj Baldé and ambassadors Patrick Chan and Joannie Rochette, who helped promote the event and gave fans a unique chance to meet their figure skating heroes.

Beyond these various initiatives, one thing absolutely stole the show: the breathtaking performances by our Canadian athletes. Between the medal-winning programs by our pairs and ice dance teams and several skaters putting in notable performances at their first World Championship, the event helped shape the future of figure skating in Canada and generated renewed interest in our sport.



SKATING FOR EVERYONE



SKATING FOR EVERYONE

Skate Canada hosted the first Adult Training camp August 2023 in Montreal. The camp had 60 registrants from three countries. The participants were from Canada, USA and Mexico. The camp offered three days of both on and off ice workshops with Olympic silver medalist, Elizabeth Manley as the key presenter.

The Special Olympics Canada Winter Games were held February 2024 in Calgary. For the first time at a national games, Skate Canada was able to provide a workshop day for the athletes. Athletes and coaches from these games will be selected to form the National team heading to the World Special Olympic Winter Games in Italy, March 2025.

EQUITY, DIVERSITY, INCLUSION AND ACCESSIBILITY (EDIA)

Skate Canada continued its work in 2023-2024 by ensuring that Equity, Diversity, Inclusion, and Accessibility stay fundamental in all we do through several initiatives. Each initiative is geared towards addressing different barriers at various levels – from our high-level management to our members, and communities from both inside and outside the rink.

Several EDIA activities were successfully completed at the 2024 ISU World Figure Skating Championships in Montreal, Quebec. Our work on Indigenous Engagement began three months prior to the event as we worked to establish meaningful relations towards the Kahnawake community.

This new relationship led to successful collaboration on various Indigenous engagement activities throughout the event including the production of the Welcome Message video delivered in Mohawk language by Konwatsi'tsá:wi Meloche. Grand Chief Kahsennenhawe Sky-Deer and the Long-house Chiefs and grandmothers also joined to watch the competitions alongside the kids of Kahnawake Figure Skating Club and their guardians.

Ongoing initiatives include the Community Constellations program which aims to increase exposure to figure skating for newcomers, refugees, Indigenous and/or diverse members of lower socio-economic backgrounds by providing opportunities to see live skating for individuals who otherwise would not likely attend a figure skating event. In addition, our Community of Practice sessions continue to offer our members an opportunity to advance their knowledge of EDIA practices.



SKATING FOR LIFE



SKATING FOR LIFE

Much was accomplished in 2023-2024 to support our Skating for Life strategic imperative including the delivery of Skate Canada's first ever Adult Training Camp featuring Olympic Silver medalist, Liz Manley. Skate Canada staff also led visits in Sections across the country to provide workshops focusing on CanSkate delivery standards, sharing ice and modified delivery practices. As always, we continue to develop resources to support our community.

A new Video Hub was created and launched to serve as a centralized resource for coaches. In alignment with Skate Canada's Technical and Tactical Athlete Development Matrix (ADM), the goal is to empower coaches with the tools and resources they need to effectively develop and support skaters. The Technical and Tactical ADM outlines *what* skills are to be developed. This newly created Video Hub provides examples of *how* these skills can be developed.

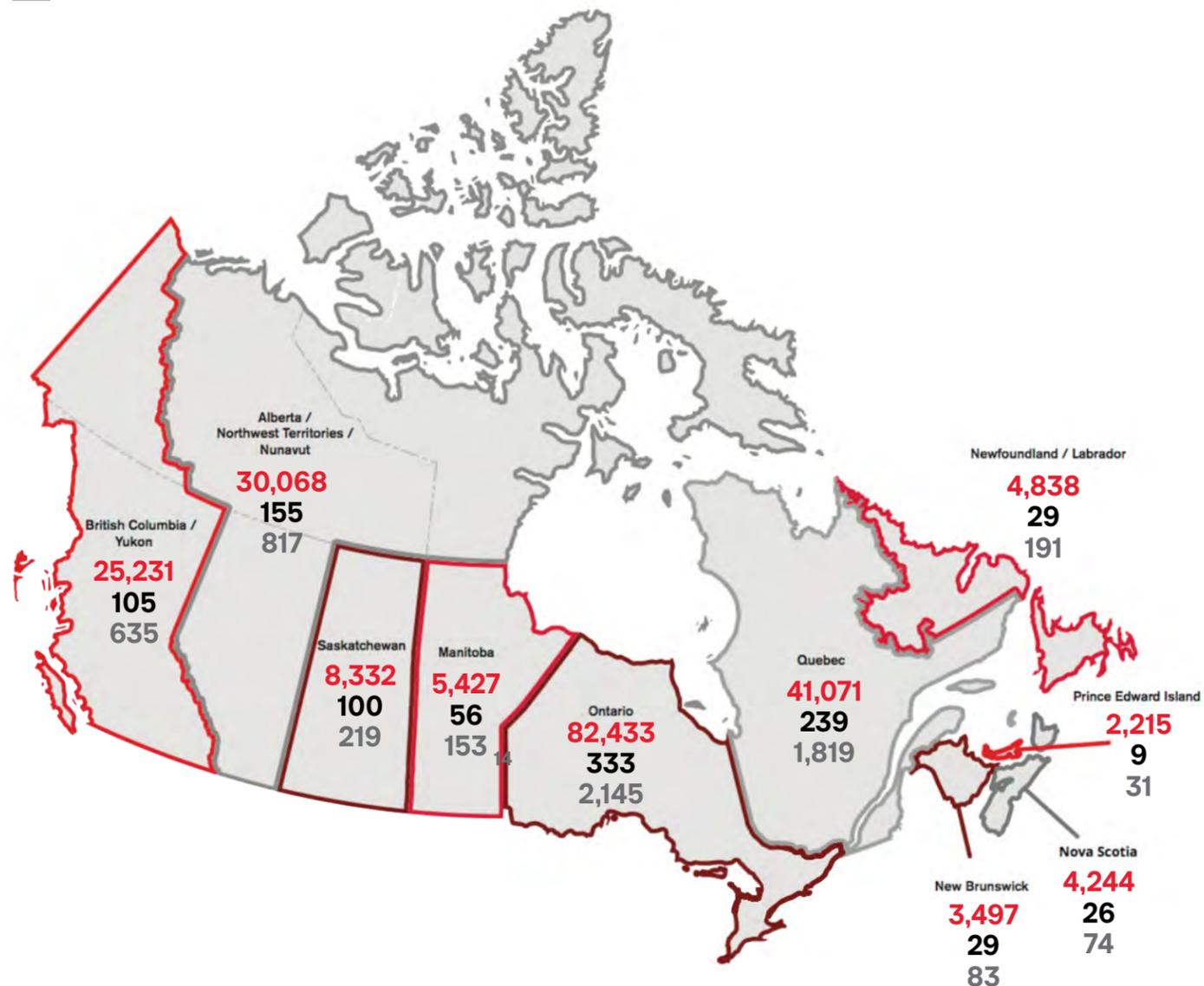
We are very grateful to the over 1,000 officials whose volunteer efforts support the work of figure skating clubs and schools. From assessment days, to Sectional competitions, to the Canadian National Figure Skating Championships, our officials are integral to supporting our athletes along their figure skating journeys.



SKATE CANADA MAP

Registrants, Clubs/Skating Schools and Coaches

- REGISTRANTS | 207,356
- CLUBS & SKATING SCHOOLS | 1,081
- COACHES | 6,167



SKATING TO WIN



2023-2024 REVIEW: HIGHLIGHTS OF THE SEASON

Skate Canada athletes displayed consistent success during the international competitive season, winning 54 medals in Men's Singles, Women's Singles, Pairs, Ice Dance, and Synchronized Skating disciplines at the junior and senior level. Canadian athletes/teams won three World titles in 2024.

Our success on the Grand Prix series in both Junior and Senior events qualified eight entries to the ISU Grand Prix Final 2023/24, with Piper Gilles/Paul Poirier (3rd Ice Dance), Deanna Stellato-Dudek/Maxime Deschamps (3rd Pairs), Ava Kemp/Yohnatan Elizarov (2nd Junior Pairs) and Jazmine Desrochers/Kieran Thrasher (3rd Junior Pairs).

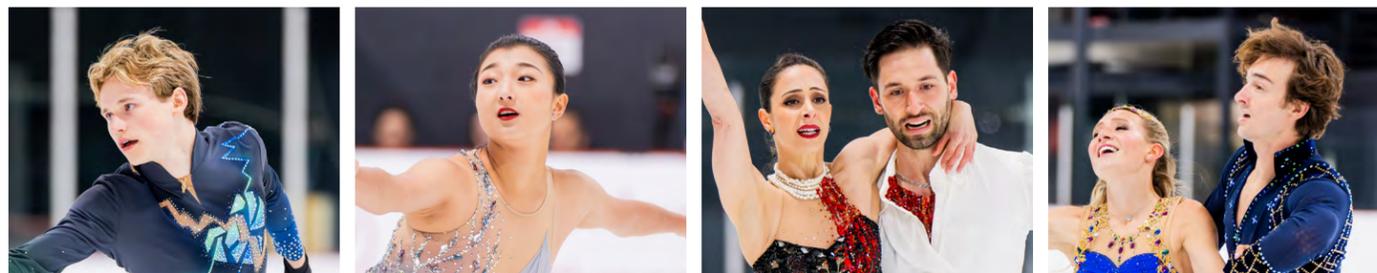
The success continued at the 2024 ISU Four Continents Championships with our athletes' claiming medals in two disciplines, with Deanna Stellato-Dudek/Maxime Deschamps (1st Pairs), Piper Gilles/Paul Poirier (1st Ice Dance), and Laurence Fournier Beaudry/Nikolaj Soerensen (2nd Ice Dance).

At the 2024 ISU World Figure Skating Championships in Montreal Deanna Stellato-Dudek/Maxime Deschamps were crowned World Champions in Pairs and Piper Gilles/Paul Poirier captured the silver medal in Ice Dance.

At the 2024 ISU World Junior Synchronized Skating Championships Skate Canada Les Supremes Junior won Canada's first gold at this event. This success continued at the 2024 ISU World Synchronized Skating Championships where Les Suprêmes captured their third consecutive World title, a feat that has never been accomplished by a Canadian Synchronized Skating team.

Skate Canada successfully hosted the following events in 2023-2024:

2023 AUTUMN CLASSIC INTERNATIONAL - CHAMPIONS
SEPTEMBER 14-16 – PIERREFONDS, QC



Ilia Malinin
(USA)
Senior Men

Kaori Sakamoto
(JPN)
Senior Women

Deanna Stellato-Dudek
/ Maxime Deschamps
(CAN) | Senior Pair

Eva Pate
/ Logan Bye
(USA) | Senior Ice Dance

2023-2024 SKATE CANADA CHALLENGE JUNIOR/SENIOR - SENIOR CHAMPIONS
NOVEMBER 30-DECEMBER 3, 2023 – WINNIPEG, MB



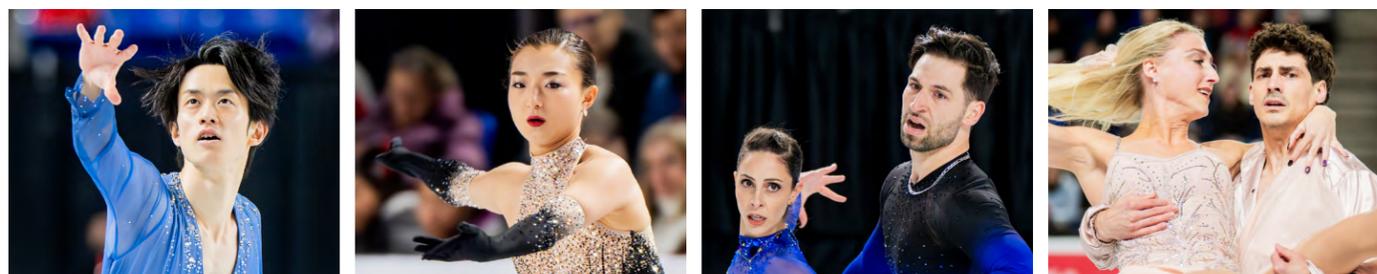
Conrad Orzel
(ON)
Senior Men

Fée-Ann Landry
(QC)
Senior Women

Émy Carignan
/ Bryan Pierro
(QC) | Senior Pair

Nadiia Bashynska
/ Peter Beaumont
(ON) | Senior Ice Dance

2023 SKATE CANADA INTERNATIONAL - CHAMPIONS
OCTOBER 27-29 – VANCOUVER, BC



Sota Yamamoto
(JPN)
Senior Men

Kaori Sakamoto
(JPN)
Senior Women

Deanna Stellato-Dudek
/ Maxime Deschamps
(CAN) | Senior Pair

Piper Gilles
/ Paul Poirier (CAN) |
Senior Ice Dance

2024 CANADIAN NATIONAL SKATING CHAMPIONSHIPS - JUNIOR CHAMPIONS
JANUARY 8-14, 2024 – CALGARY, AB



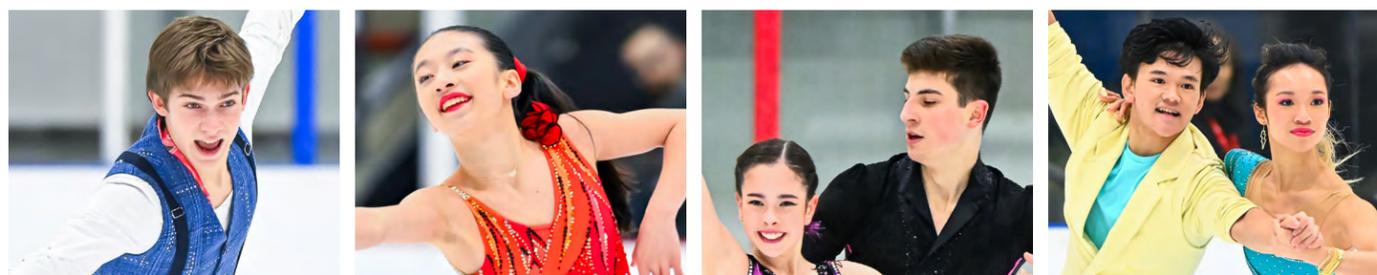
Terry Yu Tao Jin
(ON)
Junior Men

Lulu Lin
(ON)
Junior Women

Ava Kemp
/ Yohnatan Elizarov
(ON) | Junior Pair

Layla Veillon
/ Alexander Brandys
(ON) | Junior Ice Dance

2023-2024 SKATE CANADA CHALLENGE JUNIOR/SENIOR - JUNIOR CHAMPIONS
NOVEMBER 30-DECEMBER 3, 2023 – WINNIPEG, MB



David Shteyngart
(ON)
Junior Men

Lulu Lin
(ON)
Junior Women

Beau Callahan
/ Christophe Roch
(QC) | Junior Pair

Chloe Nguyen
/ Brendan Giang (BC/
YK) | Junior Ice Dance

2024 CANADIAN NATIONAL SKATING CHAMPIONSHIPS - SENIOR CHAMPIONS
JANUARY 8-14, 2024 – CALGARY, AB



Wesley Chiu
(BC/YK)
Senior Men

Kaiya Ruitter
(AB/NT/NU)
Senior Women

Deanna Stellato-Dudek
/ Maxime Deschamps
(QC) | Senior Pair

Piper Gilles
/ Paul Poirier (ON) |
Senior Ice Dance

**2024 CANADIAN NATIONAL SKATING CHAMPIONSHIPS
- SYNCHRONIZED SKATING CHAMPIONS
JANUARY 8-14, 2024 – CALGARY, AB**



Les Suprêmes (QC) |
Junior Synchronized Skating



Les Suprêmes (QC) |
Senior Synchronized Skating

**2023-2024 SKATE CANADA CHALLENGE PRE-NOVICE/NOVICE - PRE-NOVICE CHAMPIONS
FEBRUARY 1-4, 2024 – OAKVILLE, ON**



Tobias Liu
(ON)
Pre-Novice Men



Vienna Vidinovski
(ON)
Pre-Novice Women



Jaslynn Wong / Nico
Conforti (BC/YK) |
Pre-Novice Pair



Annabelle Théroux /
Rafael Gossard (QC) |
Pre-Novice Ice Dance

**2023-2024 SKATE CANADA CHALLENGE PRE-NOVICE/NOVICE - NOVICE CHAMPIONS
FEBRUARY 1-4, 2024 – OAKVILLE, ON**



Rui Qin
(ON)
Novice Men



Lia Cho
(AB/NT/NU)
Novice Women



Remie Muramoto
/ Keith Lau
(ON) | Novice Pair



Laurence Brière
/ Julien Lévesque
(QC) | Novice Ice Dance

**2024 NOVICE CANADIAN CHAMPIONSHIPS / SKATE CANADA CUP - NOVICE CHAMPIONS
FEBRUARY 20-25, 2024 – WATERLOO, ON**



Kento Nakashima
(AB/NT/NU)
Novice Men



Lia Cho
(AB/NT/NU)
Novice Women



Siyul Back
/ Gavin Mahoney
(ON) | Novice Pair



Laurence Brière
/ Julien Lévesque
(QC) | Novice Ice Dance

**2024 NOVICE CANADIAN CHAMPIONSHIPS / SKATE CANADA CUP
- SYNCHRONIZED SKATING CHAMPIONS
FEBRUARY 20-25, 2024 – WATERLOO, ON**



NEXXICE
(ON) | Elite 12
Synchronized Skating



Les Suprêmes
(QC) | Novice
Synchronized Skating



Starlight
(ON) | Intermediate
Synchronized Skating



Nova
(QC) | Open
Synchronized Skating

**ISU WORLD FIGURE SKATING CHAMPIONSHIPS® 2024 - CHAMPIONS
MARCH 18-24, 2024 – MONTREAL, QC**



Ilia Malinin
(USA)
Senior Men



Kaori Sakamoto
(JPN)
Senior Women



Deanna Stellato-Dudek
/ Maxime Deschamps
(CAN) | Senior Pair



Madison Chock
/ Evan Bates
(USA) | Senior Ice Dance

FINANCIAL RESPONSIBILITY

For the year ended March 31, 2024

STATEMENT OF OPERATIONS

\$	2024	2023
Revenue		
Membership	11,556,445	8,818,310
Assessment fees	1,148,808	1,018,080
Events	2,494,449	6,568,182
Merchandising	131,801	152,517
Government and other grants	2,641,654	2,867,388
Sponsorship	337,429	511,955
Safe Sport	1,034,917	624,174
Other	432,026	558,028
ISU World Figure Skating Championships® 2024	14,869,265	-
Total Revenue	34,646,794	21,118,634
Expenses		
Section payments	5,849,517	4,768,932
Athlete grants	694,812	764,810
Events	3,645,283	7,474,827
Advertising	86,055	159,361
Investment fees and bank charges	308,662	289,811
Salaries, benefits and professional development	4,329,896	4,305,194
Professional fees and contracted services	2,154,765	1,833,211
Facilities	691,752	692,876
Travel and living	2,420,010	2,684,585
Technology and subscriptions	301,049	253,855
Office	45,771	52,315
General	205,043	398,161
Amortization	110,561	116,795
ISU World Figure Skating Championships® 2024	11,357,228	-
Total Expenses	32,200,404	23,794,733
Net Revenue from operations	2,446,390	2,676,099
Investment income	3,403,101	33,125
Net revenue for the year	5,849,491	2,709,224

COMMUNICATIONS

In pursuit of elevating Skate Canada's visibility and impact nationwide, we deepened relationships with stakeholders, refined operating processes and tools, and executed a range of strategic initiatives. A digital Brand Toolkit for skating clubs and schools was developed to strengthen Skate Canada's brand awareness in communities across the country. This comprehensive resource provided graphics, photos, videos, and sample documents to support the promotion of their skating programs and events throughout the season.

Skate Canada's strategic imperatives continue to serve as the North Star for our communications content strategy. With new investments in video production this year, we were able to showcase skaters of all levels and gave fans a front-row seat to the action at events. To support Skating for Everyone, we sought opportunities to amplify the stories of underrepresented skaters and ensured our content reflected Canada's diverse skating community.

One of the most exciting developments this year was the launch of 'The Skating Spotlight,' a newsletter designed exclusively for our fans. This new monthly publication has become a vital tool for deepening our engagement with the skating community and keeping fans informed about the latest Skate Canada news, events, and athlete achievements. The Skating Spotlight is complemented by our social media content, which continued to reach broader online audiences and strengthened our connection with skating fans.

Collaboration was also a key theme for the communications department, as we partnered with the International Skating Union to promote the Grand Prix Series and most notably, the 2024 ISU World Figure Skating Championships. Through extensive media relations and social media efforts, Worlds 2024 attracted more than 250 media professionals onsite and earned significant coverage both from fans and publications worldwide.

SKATECANADA.CA & SOCIAL MEDIA

Website Overview – SkateCanada.ca

New Users: 866,175 (21.7% increase)

Page Views: 2,625,047 (9% increase)

Average Time on Page: 00:00:52 seconds (00:01:17 decrease)

French Users: 63,364 (7.4% of our website users are accessing the site in French)

Dates	Users (Unique)	Sessions (Site Visits)	Total Page Views
Apr. 1, 2023–Mar. 31, 2024	856,410	1,517,692	2,625,047

Montreal2024.com

Dates	Users (Unique)	Sessions (Site Visits)	Total Page Views
Apr. 1, 2023–Mar. 31, 2024	254,441	438,848	788,138

TOP ACQUISITION SOURCES

SkateCanada.ca
1. Organic Search
48.4%
2. Direct
30.9%
3. Social Media
14.4%

Montreal2024.com
1. Organic Search
64.9%
2. Direct
20.6%
3. Social Media
11.8%

SOCIAL MEDIA OVERVIEW

Reporting period: April 1, 2023 – March 31, 2024

Total Impressions: 43,732,012 (12.2% increase)*
Total Engagements: 3,101,241 (2.5% increase)*
Total followers: 435,959 (33% increase)*

*YouTube excluded from total stats

FACEBOOK

Followers:
99,254 (23.4% increase)

Impressions:
15,278,435 (11.9% increase)

Engagements:
749,017 (-28.3% decrease)

X

Followers:
48,641 (-0.3% decrease)

Impressions:
7,054,628 (-4.5% decrease)

Engagements:
214,062 (1.5% increase)

INSTAGRAM

Followers:
83,590 (14% increase)

Impressions:
18,297,708 (28.1% increase)

Engagements:
749,607 (67.5% increase)

TIK TOK

Followers:
200,534 (123.9% increase)

Video Views:
19,557,941 (5% increase)

Engagements:
200,534 (123.9% increase)

YOUTUBE

Total Video Views:
304,056 (20.5% increase)

Total Watch Time:
6,910 hours (33.5% increase)

A heartfelt thanks to all of Skate Canada's Volunteers

Each year we are privileged to work with an incredible group of volunteers who give freely of their time to advance the sport of figure skating across the country. Thanks to all of you for what you do – we could not do what we do without you!



2023-2024 BOARD OF DIRECTORS, STANDING COMMITTEE CHAIRS AND SECTIONS

BOARD OF DIRECTORS

President

Karen Butcher

Directors

Kristy Balkwill
Laura Carr
Glenn Fortin
Brenda Hart
Patty Klein
Gregor MacLean
Joni McPhail
Pier-Luc Paquet
Andrew Poje
Patrick Roch
Ravi Walia
Shawn Winter

STANDING COMMITTEE CHAIRS

CEO Operational Review Committee

Karen Butcher

External Relations Committee

Karen Butcher

Finance & Enterprise Risk Management Committee

Glenn Fortin

Governance Committee

Patrick Roch

Membership Policy Committee

Joni McPhail

Recruitment and Development Committee

Gregor MacLean

SKATE CANADA SECTIONS

Alberta/NWT/Nunavut

Chair: Mary Moran
skateabnwtun.ca

British Columbia/Yukon

Chair: Hilary Quick
skatinginbc.com

Manitoba

Chair: Diane Brine
mbskates.ca

New Brunswick

Chair: Carole Thiffault
skatenb.org

Newfoundland and Labrador

Chair: Bev Power
skatenl.com

Nova Scotia

Chair: Sheila Beard
skatecanada.ns.ca

Ontario

Chair: Andrea Derby
skateontario.org

Prince Edward Island

Chair: Amy MacMillan
skatecanadapei.ca

Quebec

Chair: Jacqueline Gauthier
patinage.qc.ca

Saskatchewan

Chair: Allyson Senecal
skatecanadasaskatchewan.com



Thanking our sponsors

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Sports Partners



Broadcast Partner



Official Supplier



2024-2025 SKATE CANADA EVENTS

EVENTS	DATES	LOCATION	ARENA
2024 International Adult Figure Skating Competition	September 18-21, 2024	Calgary, AB	Seven Chiefs Sportsplex
2024 Skate Canada International	October 25-27, 2024	Halifax, NS	Scotiabank Centre
2024-2025 Skate Canada Challenge	November 28 - December 1, 2024	Winnipeg, MB	Seven Oaks Arena at Garden City Community Centre
2025 Canadian National Skating Championships	January 14-19, 2025	Laval, QC	Place Bell
2024-2025 Skate Canada Trophy	February 6-9, 2025	Edmonton, AB	Terwillegar Community Recreation Centre
2025 Skate Canada Cup	February 28 - March 2, 2025	Waterloo, ON	Waterloo Memorial Recreation Complex



Skate Canada
Patinage Canada



@SkateCanada



Skate_Canada



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