

# AMERICAN VOLKSSPORT ASSOCIATION

America's Premier Noncompetitive Sports Organization

## What Is Volkssporting?

Volkssporting started in Germany and simply defined, is a personal fitness sports and recreation program offering noncompetitive walks, hikes, bike rides, swims, and in some regions cross-country skiing. You may choose your time to start within the start/finish "window" and participate in the sport at your own pace.

Walking – also called "volksmarching" – is the most popular of all the volkssporting activities.

Volkssporting in the United States is sponsored by the American Volkssport Association (AVA) which has a nationwide, grassroots network of about 300 active clubs presenting more than 3,000 volkssporting events each year.

Founded in 1976, AVA is an educational nonprofit 501(c)3 corporation dedicated to promoting fun, fitness and friendship.

## Almost 400,000 Participants

The 2010-2011 AVA Biennial Report indicates that almost 400,000 people took part in AVA events during the July 1, 2008 – June 30, 2010 reporting period.



## Year-Round and Nationwide

Volkssporting events take place throughout the year, all around the country. Historic and scenic sites are selected for their enjoyment. Trails are carefully laid out and marked and easy to follow directions or maps are provided.

Trails are rated based upon the challenge the route presents. The designated Start Point is open for several hours to allow you to begin your volkssporting adventure at your leisure. Trails have checkpoints along the route and are monitored for security and safety.

In the volkssporting tradition, you frequently find volkssporters gathered at the Finish Point where they take time to enjoy friends, and at some events, entertainment or refreshments.

## Membership

Open to everyone, local club or national membership is optional, but highly recommended. Join the AVA today! Go to the [www.ava.org](http://www.ava.org) homepage and use the membership link.

## Volkssporting As A Lifestyle

Many people adopt volkssporting as part of their lifestyle, and have completed hundreds of events and thousands of kilometers. While most begin walking for fitness (that inevitable medical “wake-up call”), most continue because of friendships and social benefits.

Most participants do take part in the International Achievement Award Program by purchasing record books to record their progress, or receive a special event award that adds to the fun of accomplishment.

## Volkssporter Profile

The average volkssporter is a “baby boomer,” in his or her mid-fifties, and usually an “empty-nester” either approaching or beginning retirement.

The ratio of female to male participants is about 60%-40%. Approximately 25,000 volkssporters are members of local clubs, with thousands more regularly walking each year.

Past surveys indicate 84% travel out of state on a regular basis to participate in events and that they participate for enjoyment of the outdoors, exercise, health, travel and to enjoy the fun and social aspects of volkssporting.

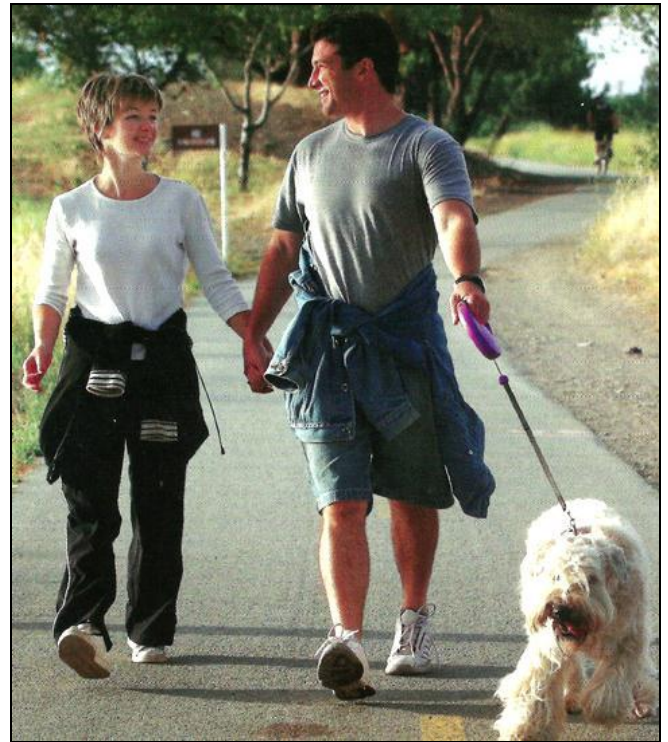


*Fun, Fitness, Friendship*

### **American Volkssport Association**

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It is not uncommon to find two or three generations at AVA events. Adults with children participate as a family while young adults enjoy more extreme hikes and longer distances.



## 3,000+ Events Annually

With more than 3,000 events per year, about 1,200 events are ‘live’, with many participants coming together to enjoy a delightful family weekend.

About 1,870 events are self-guided and open every day of the year. AVA’s **Starting Point** is an annual directory of these events published and sold by AVA.

All AVA events are listed on AVA’s website at [www.ava.org](http://www.ava.org) (Locate Walking Events link.) AVA’s largest events routinely attract thousands of people.

Biennially, the AVA hosts a week-long National Convention, which Volkssporters from all over the world attend.

## Sponsor Benefits At Events

- Drive retail
- Ability to interact with event participants for several hours
- Showcase products
- Exposure to lucrative senior target market
- Increase brand loyalty
- Create product awareness