

October is National Volkssport Month

Serious national recognition of Volkssporting began in 1987 with the Nationwide Volkssport Weekend. In 1991, the AVA National Executive Council (NEC) expanded the celebration to the entire month of September, and now of course, that has changed to October. The name was also changed to the National Volkssport Month.

Any event taking place in October can be designated as part of the national celebration and the approved patch to commemorate the occasion is available for purchase. Limited quantities of patches are available at the National Headquarters and if ordered in time (30 days out from event), can be shipped at no cost to participating clubs in time for their events. The club discounted cost per patch is \$2.50. No returns or refunds can be honored for unused patches.

The patch design was submitted by Dorm Batson of the Northwest Region and depicts a beautiful fall scene on a full-color, 100% embroidered cloth patch. Visit <http://www2.ava.org/graphics.php> to view the design. The patch order form is attached with this Checkpoint.

Clubs are encouraged to promote your October events by using the press release for the National Volkssport Month that is included in the Press Releases section of the Club Publicity Toolkit. The release is fill-in-the-blank and can be personalized with local club information.

Historically, the October month was selected to take advantage of more favorable weather conditions in most parts of the country. Additionally, it was felt that October dates could be more often coordinated with local autumn festivals such as Oktoberfest. This month normally generates the largest percentage of established, sanctioned activities during the year as well.

Check with your local chambers of commerce, the Parks and Recreation Department, scouting organizations and other walking groups in your area to see what they have planned for October. Offer to co-sponsor an event or two and provide resources to make them a better quality activity.

All AVA clubs are encouraged to plan an event in October in recognition of National Volkssport Month.