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**Biathlon Canada Strengthens Grassroots Pathway with Revitalized Biathlon Bears Program
and New Community Sport Resources**

***New tools give clubs and coaches greater support to introduce more Canadian youth to biathlon and
help develop fundamental skills***

CANMORE, Alta. — Biathlon Canada is strengthening the foundation of the sport across the country while firing into a new era with the rollout of a revitalized Biathlon Bears program, along with a new Community Sport Resources toolkit designed to support clubs, coaches and participants.

The milestone marks the completion of more than a year of work to redesign and modernize Biathlon Canada's recruitment, introductory and skill-development materials, with a focus on creating greater consistency in program delivery while giving clubs the flexibility to meet the needs of their local communities.

"Providing more Canadian youth with the opportunity to experience biathlon is only the beginning. We want that first experience to lead to a meaningful pathway into the sport," said Kerry Dankers, chief executive officer, Biathlon Canada. "The revitalized Biathlon Bears program, along with our new Community Sport Resources, gives clubs and coaches practical tools to do exactly that – introduce participants to the excitement of biathlon, build fundamental skills consistently across the country and create a strong foundation for continued participation."

The updated resources build on the success of Biathlon Canada's Community Sport for All Initiative, which provided more than 34,000 Canadians with their first experience in biathlon. The next step is ensuring those Canadians — and new participants to the sport — have accessible, engaging and high-quality opportunities to continue their biathlon journey for life.

The refreshed Biathlon Bears program provides a framework, progression and tools for clubs to recruit new participants and develop strong fundamental biathlon skills through age- and stage-appropriate activities. Since biathlon combines cross-country skiing and target shooting, the program is designed to complement Nordiq Canada's Jackrabbit and Track Attack programs, allowing clubs to integrate biathlon activities while maintaining a strong focus on fundamental skiing skills.

The new [Community Sport Resource](#) package includes:

- [Biathlon Bears Implementation Guide](#) – a framework to support clubs in delivering the program;
- [Technical Shooting Manual for Community Sport](#) – practical guidance to help coaches introduce and develop shooting skills;
- [Season, Practice and Activity Plans](#) – flexible resources supporting 4-, 6-, 18- and 24-week programs;

- Resources that can be integrated into **Nordiq Canada Jackrabbit and Track Attack programs**;
- Options for **Introduction to Biathlon**, dryland and on-snow programming; and
- A **revised Biathlon Bears awards program** to recognize participant development and achievement.

The resources were developed in response to feedback from stakeholders across the Canadian biathlon community, including the need for stronger national alignment and a more cohesive development system, improved athlete readiness to enter the Train-to-Train stage, competition structures that better support development, and greater practical support for clubs operating in communities with different facilities, geography and access to resources.

“The goal was not to create a one-size-fits-all program,” said Sheri Adams-Selinger, sport development manager, Biathlon Canada. “We know that biathlon clubs operate in very different environments across Canada. These resources provide a common foundation while giving coaches the flexibility to adapt program delivery to their athletes, facilities, snow conditions and community.”

The project was made possible through additional support from donors and government funding, including funding from the Nordic Winter Sports Development Association. The work also represents a significant collaborative effort, with much of the program development led by Adams-Selinger and a volunteer committee including Marion Bottesi, Erika Charron, Rachel Koroscil and Avalon Richter. The season, practice and activity plans were developed by Wallis Siemens.

Tuesday’s rollout of the Community Sport Resources marks an important step in Biathlon Canada’s ongoing work to strengthen the sport’s grassroots pathway and ensure participants have the opportunity to develop fundamental skills in a positive, engaging environment.

“Biathlon has tremendous potential to introduce Canadians to a sport that combines the challenge and enjoyment of cross-country skiing with the unique excitement of target shooting,” said Dankers. “These resources are about making it easier for clubs and coaches to deliver that experience and, importantly, keep people involved in the sport and having fun.”

Biathlon Canada hosted a “Community Sport Webinar” for coaches, clubs and provincial divisions on September 28 to introduce the new materials and provide the community with an opportunity to learn more about how the resources can be used in their respective programs.

Find a local Nordic or biathlon club [here](#), and register today to discover biathlon.

Biathlon Canada is the national governing body for biathlon in Canada, responsible for supporting the growth and development of the sport at all levels. Biathlon Canada’s mission is to empower biathletes to thrive at every level. Trailblaze with us.

FOR FURTHER INFORMATION:

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