**Title of Programme:** Women’s Squash Week

**National Squash Federation:** US Squash

**Programme Organizer:** US Squash

**Programme Duration / Period:** One week, annually

**Programme Summary:**

For the last six years, local District affiliates have been encouraged, via our national Women’s Committee to host one evening during the last week of September at a squash facility in order to (a) support the development of a network of female adult players (2) bring female players back into squash (3) introduce new players to the sport.

**Background / Reasons it was implemented:**

The program was started to bring more women together to play socially, and to use that strong network and enthusiasm to draw women back into squash, creating a connection that would help reduce barriers to women playing and to keeping women playing squash.
### Target Groups and Programme Scale:
Post-college women, started in one city (New York) and expanded to a dozen, then more (over 30 in the U.S. now), and Canada, Bermuda and finally to other countries as a designated week recently.

### Key Working Force:
National Women’s Committee and local District leaders.

### Approximate cost by component:
Facilities generally donated their court time, and US Squash funded the participant gift for the first four years, so total investment per year was less than $20,000, and started at less than $5,000.

### Source of Funding:
US Squash initially, which has now been pushed down to the local District level.

### Main Outcomes:
The program has been successful in bringing women back into the sport, and providing a forum to introduce it to new friends. It serves also as a fun, social kickoff for the season.

### Issues to consider:
The success is nearly 100% reliant on local volunteers and is support nationally through facilitation of communications at all levels.

### Links to Programme Information / Materials / Coverage / Marketing collateral (i.e. photos, video):
**Main site**
[https://www.ussquash.com/women/womens-squash-week/](https://www.ussquash.com/women/womens-squash-week/)

**Pre-promotion**

**Post-promotion**

All echoed in social media.

### Evaluation Information / Reports:
None developed.

### Follow up plans / next stages (if any):
Continue to increase the number of cities, consider more than one facility per city, and develop local pilot program for women’s squash season-long in one city.

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<th>Final Key points / Comments not already covered:</th>
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<tr>
<td>This program was started by two local leaders from NY Squash and the concept was expanded collaboratively to other cities over several years.</td>
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<tr>
<th>May we prepare programme information for the WSF website development section as a case study for national federation / development officer use:</th>
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<td>YES ☑️</td>
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