

MEDIA RELEASE

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COMMUNITY RECREATIONAL INITIATIVES SOCIETY WINS BCRPA AWARD OF MERIT

Vancouver, BC (May 2, 2018) - The BC Recreation and Parks Association (BCRPA) today presented its second Award of Merit to the Community Recreational Initiatives Society (CRIS) located in Kelowna. BCRPA's Award of Merit gives recognition for achievement at the municipal, regional, and/or special interest area level. The recipient provides a significant distinct contribution to the enhancement of local recreation and parks, or a specific interest area.

CRIS is a unique, non-profit and charitable organization that uses adaptive equipment to enable people of all abilities to experience the great outdoors, interact with nature, and live healthier lives. Most importantly CRIS creates memories and experiences, while enhancing quality of life.

The goals of the organization are:

- Further integration of people with disabilities through participation
- Promote equitable access to outdoor activities and wilderness areas
- Strengthen awareness of environmental protection and sustainability
- Promote diversity

The participant goals are:

- Increase self-confidence through improved physical and mental health
- Enhance personal growth and self-empowerment by overcoming perceived barriers
- Build self-esteem and self-respect through increased independence

CRIS works to make sure dreams become reality; that individuals and groups get to engage in outdoor activities that meet their interests. Options include hiking, kayaking, cycling, cross-country skiing, snowshoeing, rock climbing, caving and backcountry multi-day hiking and camping trips. The program is continually evolving and expanding to offer more accessible opportunities.

"The Community Recreation Initiatives Society is highly deserving of this Award of Merit for creating accessible opportunities for individuals to engage with the outdoors through a wide range of activities that deepen both the quality of life and personal empowerment of Kelowna's residents," said Rebecca Tunnacliffe, CEO of the BC Recreation and Parks Association.

The Award of Merit is one of five provincial awards presented at the BCRPA's annual Symposium today in Vancouver. The conference brings together members of the recreation and parks sector from across BC, including elected officials, volunteers, members of the business community and others interested in building and sustaining active, healthy lifestyles and communities in BC.

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BACKGROUND:

The British Columbia Recreation and Parks Association (BCRPA) is a not for profit organization dedicated to enhancing quality of life in our province. The Association and its extensive network of members, in the parks, recreation, physical activity and culture sector support the development of healthy individuals and communities and sustainable environments and economies.

Since 1958, the BCRPA has provided leadership, training and support, fostering the principles of accessibility and inclusiveness, to help its members meet provincial and local health and physical activity priorities.