

MEDIA RELEASE



THE CITY OF KAMLOOPS WINS BCRPA 2023 PROGRAM EXCELLENCE AWARD

Vancouver (May 4, 2023) -- BC Recreation and Parks Association (BCRPA) presented its **Program Excellence Award** today to the City of Kamloops for its Community Wellness Program (www.bcrpa.bc.ca/membership/provincial-awards). This award recognizes innovative programs that have been successful in improving individual and community-level social and physical well-being. These programs also serve as a model for other local governments and organizations to enhance their services.

The City of Kamloops' Community Wellness Program invites newcomers to Canada to experience weekly seasonal multi-sport and recreational opportunities, as well as community events exploring Canadian cultural, sport and recreation at minimal to no cost.

Not only can participants improve their skills, but they can also gain a better understanding of the importance of physical activity and increase their knowledge and confidence in how to be active in the community. Social inclusion, family integration, and quality physical activity experiences are key components of the Community Wellness Program.

"We are proud to recognize the Community Wellness Program's unique and valuable educational contributions to the recreation and parks sector," says Katie Fenn, CEO of BCRPA. "This program provides a sense of belonging to truly welcome newcomers into Kamloops while recognizing the value of physical activity."

The Program Excellence Award is one of seven Provincial Awards of Excellence presented during BCRPA's annual Symposium conference in Vancouver. Each award is presented on behalf of more than 4,400 recreation and parks sector members from across BC working to enhance the physical and mental health, wellness, connectedness, and quality of life of their communities.

For more information:

Connie Mah

Administrator, BCRPA

p) 604.629.0965 ext. 258

cmah@bcrpa.bc.ca

BACKGROUND

BCRPA: Inspiring and connecting professionals to build healthy and resilient communities through the power of recreation and parks.

The British Columbia Recreation and Parks Association (BCRPA), a not-for-profit organization, plays a central role in leading the enrichment and improvement of the quality of life of British Columbians and their communities. We do this by championing the power of recreation and parks.

Ours is a story of creating community connectedness and individual well-being based on the knowledge and recognition that recreation and active living, as well as access to parks and the natural environment, have significant impacts on our physical and mental health.

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 mental health and physical activity priorities that improve the quality of life of every British Columbian.

www.bcrpa.bc.ca/about-us/