

# **NEWS RELEASE**



**For Immediate Release**

## **NORTH VANCOUVER RECREATION COMMISSION WINS BCRPA AWARD OF EXCELLENCE**

*Health and Wellness Project for Newcomers recognized with Program Excellence Award.*

**Penticton, BC (Friday, May 14, 2010)** – North Vancouver Recreation Commission has won a provincial Award of Excellence from the BC Recreation and Parks Association. The Program Excellence Award was presented for the *Health and Wellness Project for Newcomers*.

Based on the specific needs of newcomers to the community, the *Health and Wellness Project for Newcomers* uses outreach activities that reflect the unique nature of each cultural community and delivers them in their native language. Newcomers are introduced to the city's facilities through orientation tours, utilization of volunteer hosts from each target cultural community, and translated promotional and reference material. In addition to bringing people to recreation facilities, program representatives go out into the community attending and presenting the program at various cultural events. The program increases individuals' confidence to participate in physical activity, introduces them to healthy living, and helps them take ownership of their own health.

BCRPA Chief Executive Officer Suzanne Allard Strutt says the *Health and Wellness Project for Newcomers* is a model program for the entire parks, recreation, and culture sector. "This proactive, culturally tailored program helps ensure all members of the community are able to access programs and services that promote and support healthy active lifestyles – benefiting not just the individual, but the community as a whole."

The Program Excellence Award recognizes outstanding achievement in public recreation services programming. It recognizes creative, successful, and innovative programs that may serve as models for other Recreation & Parks agencies to enhance their services. The Program Excellence Award is one of several awards presented at BCRPA's Symposium today. The conference brings together members of the parks, recreation, physical activity and culture sector from around BC, including elected officials, volunteers, members of the business community and others. Penticton is the partner community of this year's event.

### **BACKGROUND:**

The British Columbia Recreation and Parks Association is a not for profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. Established in 1958, the Association is a central resource agency for members and stakeholders of the parks, recreation, physical activity and culture sector, providing leadership, training and support to help meet national, provincial and local priorities. Through a diverse network of partners and extensive programs and services, BCRPA

actively advocates accessibility and inclusiveness to recreation and physical activity and strives to bridge the gap between recreation and sport.

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