

NEWS RELEASE



For Immediate Release

SURREY WINS BCRPA AWARD OF EXCELLENCE

MoYO recognized with Program Excellence Award.

Penticton, BC (Friday, May 14, 2010) – The City of Surrey has won a provincial Award of Excellence from the BC Recreation and Parks Association (BCRPA). The Program Excellence Award was presented for the *MoYO – Mobile Youth Outreach Program*

Developed to address an increase in unsupervised youth activity in city parks, MoYO has increased youth participation at youth centres and recreation facilities and connected more youth to city community services, providing them with alternative choices to socialize and recreate. Through the use of the MoYO bus, the program is able to go directly to where youth congregate and provide them with an accessible and welcoming place in which to engage with multiagency staff and volunteers. Use of the FREE RIDE incentive passes further connects youth with community services, providing them with free visits to the city's recreation and youth centres, arenas and pools.

"MoYO is a creative and innovative way to connect with a segment of our communities that can be difficult to reach and engage," states BCRPA Chief Executive Officer Suzanne Allard Strutt. "Going directly to where youth are and in a manner in which they can relate to and connect with is a significant accomplishment. MoYO is helping improve the quality of life not only for the youth it serves but for 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.

For more information:

Heather McGillivray
Communications Assistant, BCRPA
604-629-0965 ext 244
hmcgillivray@bcrrpa.bc.ca
www.bcrpa.bc.ca/service_member_benefits/awards.htm