

# **NEWS RELEASE**



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## **SALMON ARM FITNESS PROFESSIONAL WINS PROVINCIAL AWARD**

*BCRPA presents Heather Stanton with award at annual conference.*

**North Vancouver, BC (Saturday, October 1, 2011)** – The BC Recreation and Parks Association (BCRPA) has presented Salmon Arm resident Heather Stanton with one of its prestigious annual Fitness Leadership Awards. Stanton has won the Fitness Leader of the Year Award for motivating, inspiring and connecting with people in the classes she teaches.

Stanton has demonstrated her passion and commitment many times over during her fitness career through the classes she teaches, speaking to Health Sciences program students at the local high school, and promoting healthy lifestyles at trade shows and health fairs. She has organized and staged a program targeting the 55+ ladies at the local activity center, designed a successful Women on Weights program to support women in their personal fitness goals, and was instrumental in the creation of the aqua fitness program at the local recreation center. Stanton is an astute leader of various types of group fitness – she was teaching up to 15 fitness classes per week at one point - and she is also a dedicated fitness instructor who has educated a large percentage of instructors in the Salmon Arm area.

BCRPA Chief Executive Officer Suzanne Allard Strutt says Stanton's work demonstrates the important role fitness leaders play in contributing to the overall health of the province. "As a fitness leader Heather helps people in their pursuit to become and stay physically active. Physical activity is a key component to a healthy lifestyle and it's these lifestyles that sustain the health of our communities and province. With the Fitness Leader of the Year award we are recognizing and celebrating Heather's dedication, passion, and commitment to her clients and the fitness industry, and proudly showcasing her as an example of the high caliber BCRPA registered fitness leaders we have in this province."

The annual BCRPA Fitness Leadership Awards highlight the outstanding efforts of the top fitness professionals (Fitness Leaders) from around the province. The awards recognize professional commitment through community and industry involvement. The categories are: Fitness Leader of the Year, Educator of the Year, and Program Director of the Year.

The awards ceremony will be held on Saturday, Oct. 1, 2011 from 9:15am to 10:15am at the Capilano University Sportsplex. The event takes place as part of BC Fit '11 – BCRPA's annual fitness conference, which brings together hundreds of registered Fitness Leaders from across BC to discuss fitness and health-related topics and to provide professional development opportunities.

There are currently more than 5,400 Fitness Leaders registered with the BCRPA. They work in public and private facilities, including recreation centres, gyms, pools, health clubs and spas, and outdoor settings. They assist individuals and groups in becoming strong and mobile and staying healthy.

Photo available upon request.

### **BACKGROUND:**

The British Columbia Recreation and Parks Association (BCRPA) 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 industry, providing leadership, training and support to help meet national, provincial and local priorities. The BCRPA identifies and promotes the highest professional standards for fitness leaders in BC through its Fitness Registration Program. The program is the sole provider of the National Fitness Leadership Alliance (NFLA) nationally recognized fitness leadership performance standards in BC. Through a diverse network of partners and extensive programs and services, the BCRPA actively advocates accessibility and inclusiveness to recreation and physical activity.

#### **For more information contact:**

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