

# **NEWS RELEASE**



**For Immediate Release**

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

*Play Well Eat Well - Healthy Eating Project  
honored with Healthy Choices Award.*

**Richmond, BC (Friday, May 13, 2011)** – The North Vancouver Recreation Commission has won a provincial Award of Excellence from the BC Recreation and Parks Association (BCRPA). The Healthy Choices Award has been presented for the commissions Play Well Eat Well - Healthy Eating Project.

In 2009 the North Vancouver Recreation Commission launched the Play Well Eat Well Healthy Eating Project to increase the availability of healthy food choices in its community recreation facilities. The project has been incredibly successful in increasing awareness of the importance of healthy living choices and practices through education, training and a promotional campaign. The project is leading by example with the commission adopting a strategy for healthy eating throughout the organization that strives to follow the provincial government guidelines of at least 50% Choose Most and up to 50% Choose Sometimes foods in facilities and programs.

By working with vendors, the project has succeeded in increasing the percentage of healthy snacks and beverages in machines in recreation facilities to almost 100% healthy choices that meet the guidelines. Significant changes were also made to food planning and offerings for recreation programs including birthday parties, day camps, and recreation events. Other healthy food initiatives have been started which complement the Play Well Eat Healthy Eating Project. In 2009, a composting program was started at the Delbrook Community Recreation Centre that in turn led to the creation of a community garden. Harvesting began in June 2010, and approximately 200 pounds of fresh greens were donated to the Harvest Project and social housing complexes in North Vancouver.

“The Play Well Eat Well Healthy Eating Project demonstrates the North Vancouver Recreation Commission’s commitment and action to significantly improve their food environment,” states BCRPA Chief Executive Officer Suzanne Allard Strutt. “As the inaugural winner of the Healthy Choices Award, the program will provide a great example for other recreation agencies to follow.”

The Healthy Choices Award recognizes commitment and action to significantly improve the food environment in recreation and community settings by offering healthy choices in vending and food services, as well as implementing policy changes. The award recognizes creative, successful and innovative approaches which may serve as models for other recreation agencies. This 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. Richmond is the host 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.

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