

MEDIA RELEASE

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CITY OF VICTORIA WINS BCRPA 2022 PROGRAM EXCELLENCE AWARD

Whistler (May 5, 2022) - BC Recreation and Parks Association (BCRPA) presented its Program Excellence Award to the City of Victoria today for its Get Growing Victoria program. The award recognizes an innovative program that has been successful in improving individual and community-level social and physical well-being. This program also serves as a model for other local governments and organizations to enhance their services.

Get Growing Victoria is a far-reaching program developed in 2020 to strengthen local food systems in the city by providing equity-deserving communities with the tools and information they need to grow fresh, affordable food. Vegetable and herb seedlings are grown in the City's nursery in Beacon Hill Park and distributed in partnership with community organizations.

The program has had a massive positive impact by supporting thousands of households through the pandemic and beyond to grow their own food as a safe, outdoor activity that fosters social and emotional well-being. It is estimated that over 100,000 pounds of fresh produce is grown through Get Growing, Victoria each year.

"The City of Victoria's Get Growing Victoria program is a highly deserving recipient of the BCRPA Program Excellence Award. This innovative food security program is built out of model of education and empowerment that directly improves individual and community-level social and physical well-being," said Rebecca Tunnacliffe, CEO of the BC Recreation and Parks Association.

The Program Excellence Award is one of five provincial Awards of Excellence presented during BCRPA's annual Symposium conference in Whistler. Each award is presented on behalf of over 4,000 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.

An Honourable Mention was given to the Vancouver Board of Parks and Recreation for their All Bodies Community (ABC) program.

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Images Available
Background included

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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/