

MEDIA RELEASE

ENDERBY FITNESS PROFESSIONAL WINS PROVINCIAL AWARD

BCRPA presents Sheryl Hay with award at annual conference

Richmond, BC (October 21, 2023) – BC Recreation and Parks Association (BCRPA) has presented Enderby resident Sheryl Hay with its most prestigious annual Provincial Fitness Leadership Award. Sheryl is the 2023 recipient of the Fitness Professional of the Year Award for her outstanding contributions to BC’s fitness industry.

BCRPA’s Fitness Professional of the Year Award recognizes a Fitness Leader who has demonstrated strength in bringing individuals and communities together and has made outstanding contributions to fitness leadership in their community by motivating, educating, and influencing active and under-active individuals to commit to a physically active lifestyle. This year’s award also highlights a fitness leader who has supported equity, diversity and/or inclusion.

Sheryl Hay is a BCRPA Registered Fitness Leader who has dedicated over 27 years to the fields of fitness and aquatics. Sheryl's story is one of passion, dedication, and relentless commitment to making a positive impact in her community and in the lives of those she has had the privilege to work with. She is a coach and trainer, program designer and facilitator, as well as a dedicated member of multiple community sport teams.

Sheryl works enthusiastically with Enderby & District Recreation Services as a Recreation Programmer and Fitness Instructor. She is known for her customized land and water-based programs that support accessibility, and mental and physical wellbeing. As a BCRPA Registered Fitness Leader, Sheryl holds specialities in Older Adult Fitness, Aquatic Fitness and Fitness Theory. Sheryl strongly believes that Recreation is the corner stone to community health and staying active is vital to complete wellness.

Sheryl’s achievements also include leading her hometown to be crowned by the national non-profit organization ParticipACTION as Canada's Most Active Community in 2019, and in 2023, being inducted into her high school's Wall of Fame for her contributions to community sport, fitness, and wellbeing.

“Sheryl is an exemplary fitness leader who has dedicated her life to motivating, educating, and influencing individuals to be physically active and connected. Her enthusiastic and unwavering

approach to accessibility and inclusion have made a significant impact on improving the overall health and wellness of her community” said BCRPA CEO, Katie Fenn. “We are honoured to recognize Sheryl’s outstanding contributions with this award.”

The award was presented during BCRPA’s BCFit®’23 Fitness Conference on Saturday, October 21, 2023; one of two conferences under the umbrella of BCRPA’s inaugural two-day Active Professionals Conference that took place in Richmond, October 20 & 21, 2023.

BCFit®’23 brings together Fitness Leaders and enthusiasts from across BC to provide them with high quality professional development, training, and the opportunities to learn the latest in fitness and health-related issues and trends. There are currently 3,000 BCRPA Registered Fitness Leaders throughout BC.

BCRPA registered leaders have met the highest fitness training standards in BC and Canada. They work in public and private fitness settings, including community recreation centres, gyms, pools, health clubs and spas, and outdoor settings. They assist individuals and groups in reaching their health and fitness goals, promote active healthy living and act as mentors within their community.

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Images available

Background included below.

For more information:

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BACKGROUND:

British Columbia Recreation and Parks Association (BCRPA) is the voice of public recreation, parks and fitness and inspires and connects professionals to build healthy and resilient communities.

Representing over 96% of the provinces’ local governments, we play a central role in supporting the enrichment and improvement of the quality of life of British Columbians through the power of recreation and parks. Our work as a not-for-profit organization focuses on creating community

connectedness and 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, equity, diversity, and inclusion to help its members meet provincial and local mental health and physical activity priorities.

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