

MEDIA RELEASE

Thursday, May 8, 2025



CITY OF PENTICTON WINS BCRPA EVENTS AND FESTIVALS AWARD OF EXCELLENCE

Frost Fest Winter Carnival Honoured with Award

Whistler, BC (May 8, 2025) – BC Recreation and Parks Association (BCRPA) proudly announced today that the **City of Penticton’s Frost Fest Winter Carnival** is the recipient of the **2025 Events and Festivals Award of Excellence** (www.bcrpa.bc.ca/membership/provincial-awards).

This award recognizes innovative events in British Columbia that improve individual and community connectedness, support social and physical well-being, and inspire engagement. This year’s recipient exemplifies how local governments and organizations can create dynamic events that foster inclusion, wellness, and pride in community life.

The Frost Fest Winter Carnival transformed Penticton into a winter wonderland with a three-day celebration featuring the Hot Air Balloon Glow Up, Frostbite Film Night, Frost Fest Gala, Family Fun Zone, Frosty Toes Polar Bear Swim, and the Peach City Rail Jam. The event offered free and low-cost activities for all ages, promoting active living, cultural inclusivity, and community spirit during the winter months.

By incorporating Indigenous cultural elements, such as drumming and storytelling, and providing accessible programming for people of all abilities, Frost Fest demonstrated a commitment to inclusivity and Truth and Reconciliation. Partnerships with community groups like Kidzfest, the Penticton Vees, and local sponsors ensured the festival’s success and sustainability.

“The Frost Fest Winter Carnival is a shining example of how events can strengthen community connection and create spaces where everyone feels they belong,” said Katie Fenn, BCRPA CEO. “Through innovation, partnerships, and a strong focus on inclusivity, the City of Penticton has created an event that brings lasting benefits to their community.”

The Events and Festivals Award of Excellence is one of six Provincial Awards of Excellence presented during BCRPA’s annual Symposium conference, held this year in Whistler. Each award is presented on behalf of BCRPA’s more than 5,200 members across BC who work to enhance the physical and mental health, wellness, connectedness, and quality of life of their communities.

The District of Saanich also received an honourable mention for their Indigenous Music Festival.

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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.

Our story is one of creating community connectedness and individual well-being, based on the knowledge that recreation, active living, and access to parks and the natural environment have profound impacts on physical and mental health.

Since 1958, BCRPA has provided leadership, training, and support, fostering the principles of accessibility and inclusiveness to help members meet provincial and local priorities that improve quality of life for all British Columbians.

www.bcrpa.bc.ca/about-us/