

MEDIA RELEASE

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Colwood Business Owner Wins Provincial Fitness Award

**BCRPA presents Sonja Bidese with Fitness Professional of the Year Award at conference in
New Westminister, BC**

New Westminister, BC (October 5, 2025) – BC Recreation and Parks Association (BCRPA) has awarded Sonja Bidese, owner of Success Fitness in Colwood, BC, the 2025 Fitness Professional of the Year Award. This annual award is the Association's most prestigious recognition of excellence in provincial fitness leadership.

Sonja is a BCRPA Registered Fitness Professional and Trainer of Fitness Leaders (TFL) who has inspired thousands through 30 years of passionate teaching, inclusive coaching, and an unwavering belief in people's potential. She has developed original fitness programs—including a signature indoor cycling certification and community-focused wellness challenges—that blend education, empowerment, and fun. Her work has raised awareness of the importance of movement at every stage of life, making physical activity engaging and accessible for all.

In addition to being a Registered Holistic Nutrition Counselor, Certified Holistic Cancer Practitioner, and NCCP Swim & Triathlon Coach, Sonja is deeply committed to inclusion in fitness. She has created safe, welcoming spaces for older adults, newcomers, and individuals managing chronic health conditions. By mentoring future fitness leaders and promoting equity, diversity, and belonging, Sonja ensures everyone has the opportunity to thrive.

"Sonja is an exemplary fitness leader who embodies the very best of our profession," said Katie Fenn, CEO of BCRPA. "Her commitment to excellence and inclusivity demonstrates the essential role BCRPA fitness professionals play in keeping communities across the province vital, connected, and healthy. We are honoured to recognize her contributions with this award."

The award was presented during BCRPA's BCFit®'25 Fitness Conference, held on October 5, 2025, in New Westminister. The annual event brings together fitness professionals and enthusiasts from across BC for high-quality professional development, training, and networking opportunities.

Currently, 2,700 BCRPA Registered Fitness Leaders work in communities across BC. These leaders meet the highest fitness training standards in Canada, delivering programs in recreation centres, gyms, pools, health clubs, and outdoor settings. They are vital mentors, motivators, and champions of active living across the province.

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Images available.

Background included below.

For more information:

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BACKGROUND:

BC Recreation and Parks Association (BCRPA) convenes, educates, and leads professionals that transform lives through recreation, parks and fitness. We power over 96% of BC's communities through our 5400 members and 2700 registered fitness professionals. Through their essential work, people across the province grow stronger, healthier, and more connected.

As a non-profit we work with a wide range of organizational and government partners to shape healthier futures by empowering recreation, parks, and fitness professionals to cultivate vibrant, active, and inclusive communities where everyone thrives.

Since 1958, 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.

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