

NEWS RELEASE



Richmond FITNESS PROFESSIONAL WINS PROVINCIAL AWARD

BCRPA presents Sharon Taylor with award at annual conference.

Vancouver, BC (Saturday, September 10, 2016) – The BC Recreation and Parks Association (BCRPA) has presented Richmond's Sharon Taylor with one of its prestigious annual Fitness Leadership Awards. Sharon has won the Manager/Program Director of the Year Award for demonstrating a high level of involvement in the fitness industry and her community as well as inspiring and providing support to the fitness leaders she manages.

Sharon Taylor is the Fitness Coordinator at the South Arm Community Centre in Richmond. A motivational mentor, Sharon is a highly regarded fitness coordinator in the city of Richmond. She has championed Fitness Instructor wage increases, led innovative team meetings, and encouraged staff to reach their own personal goals. She regularly provides incentives to staff to further develop their professional skills and explore new opportunities, including free Continuing Education Credit classes. Sharon developed unique and creative programs like "Start Me Up" training for those unsure of how to begin a fitness program, a Youth Orientation program, and Tough Mudder Training for those interested in participating in this annual event. A believer in giving back to her community, she has spearheaded an annual Heart & Stroke Fitness Fundraiser and her "Drop-in/Drop-off" event resulted in 800 items being donated to three Richmond shelters.

BCRPA Chief Executive Officer Rebecca Tunnacliffe says Sharon represents the ideal Program Director of the Year Award recipient. "From her mentorship and motivational methods to her promotion of fitness leadership in BC and the work she does in her community, Sharon embodies all the qualities required to be an effective and exemplary fitness program director."

The annual BCRPA Fitness Leadership Awards highlight the outstanding efforts of its top fitness professionals (Fitness Leaders) from around the province. The awards recognize professional commitment through community and industry involvement.

The awards were presented during the BCRPA's annual fitness conference, BCFit®, on Saturday, Sept. 10, 2016 at Fortius Sport & Health Centre. The conference brings together hundreds of registered Fitness Leaders from across BC to provide professional development opportunities, and to discuss fitness and health-related trends, issues and hot topics.

There are currently over 4,000 BCRPA registered Fitness Leaders throughout BC. As a BCRPA registered leader they have met the highest fitness training standards in BC, Canada and Internationally. They work in all 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, and promote active healthy living.

Photo available upon request.

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BACKGROUND:

The British Columbia Recreation and Parks Association (BCRPA) 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 industry, providing leadership, training and support to help meet national, provincial and local priorities. The BCRPA identifies and promotes the highest professional standards for fitness leaders in BC through its Fitness Program. The program is the sole provider of the National Fitness Leadership Alliance (NFLA) nationally recognized fitness leadership performance standards in BC. Through a diverse network of partners and extensive programs and services, the BCRPA actively advocates accessibility and inclusiveness to recreation and physical activity.