

MEDIA RELEASE

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VANCOUVER FITNESS PROFESSIONAL WINS PROVINCIAL AWARD

BCRPA presents Andrew Alcalde with award at annual conference

Vancouver, BC (September 30, 2021) – BC Recreation and Parks Association (BCRPA) has presented Vancouver resident Andrew Alcalde with its most prestigious annual Fitness Leadership Award. Andrew is the 2021 recipient of the Fitness Professional of the Year Award for his outstanding contributions to BC’s fitness industry.

BCRPA’s Fitness Professional of the Year Award recognizes a Fitness Leader who has demonstrated exceptional resiliency through the COVID-19 pandemic 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.

Andrew Alcalde is a BCRPA Registered Fitness Leader and Group Fitness Instructor and a highly respected leader in Vancouver’s fitness community. Andrew is widely known for his accessible, personable, and entertaining training style, balancing fitness with fun to engage and motivate his clients and community members. His supportive and energetic approach allows all individuals, from beginners to fitness enthusiasts, to reach far beyond their fitness goals.

Andrew’s inspirational fitness classes have been a lifeline for many during the past pandemic year. He was nominated for this award by multiple individuals, including a Critical Care Nurse who sought out Andrew’s classes not only to stay active, but to support her mental and physical health. Andrew also chose to support those who may have seen a reduction in income or job loss due to COVID-19 by providing no-cost small group classes as well as free online classes.

Andrew’s creative approach to teaching makes his classes accessible and allows even someone brand new to physical activity to feel welcome. “His classes feel more like a party with friends than a workout you have to suffer through,” said one Award Nominator.

In addition to receiving this honour from BCRPA, Andrew was also named one of Canada’s Top Fitness Instructors in 2021 by IMPACT Magazine.

“Andrew is an exemplary fitness leader who has demonstrated exceptional skills to motivate and inspire his clients and dedicate himself to supporting accessibility of physical activity during this unique and extremely trying year,” said BCRPA CEO Rebecca Tunnacliffe. “We are thrilled to recognize Andrew’s outstanding contributions with this award.”

The award was presented virtually during the BCRPA’s annual fitness conference, BCFit®, on Thursday, September 30, 2021. The conference brings together Fitness Leaders and enthusiasts from across BC to provide them with valuable professional development, training, and the opportunity to learn and discuss the latest in fitness and health-related issues and trends. There are currently over 3,300 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

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BACKGROUND:

The British Columbia Recreation and Parks Association (BCRPA) is the voice of public recreation and parks and champions the sector's development of healthy people and connected communities. Representing over 95% of the provinces' local governments, we play a central role in supporting the enrichment and improvement of the quality of life of British Columbians. 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 and inclusiveness, to help its members meet provincial and local mental health and physical activity priorities.

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