

# **MEDIA RELEASE**

**Embargoed until Thursday, May 5, 2022**



## **CITY OF NEW WESTMINSTER WINS BCRPA 2022 FESTIVALS AND EVENTS EXCELLENCE AWARD**

**Whistler (May 5, 2022)** - The BC Recreation and Parks Association (BCRPA) presented its inaugural Festivals and Events Excellence Award to the City of New Westminster today for Shine Bright New West. The award recognizes innovative events that are successful in improving individual and community-level connectedness, social and physical well-being, and engagement. The recipient event or festival serves as a model for other local governments or organizations to enhance their community activities.

Shine Bright New West incorporates the breadth of New Westminster's vibrant community culture under one umbrella event. City staff conceived of the event series early in the pandemic, using the opportunity to focus on bringing community members together in the spirit of hope, and to forge a deeper connection between event planning and positive community impact.

Activities included innovative light displays, outdoor concerts and cultural festivities, themed evening shopping events with local merchants, and an interactive light display map of the entire community. Shine Bright New West has now evolved to become the City of New Westminster's annual holiday event series and serves as a model of inclusion and community engagement for communities across BC.

"The City of New Westminster's Shine Bright New West event is a highly deserving recipient of the first ever BCRPA Festivals and Events Award. At a time when pandemic fears and lack of connection were at their peak, this event cut through the barriers to create a true experience of community support and celebration," said Rebecca Tunnacliffe, CEO of the BC Recreation and Parks Association.

The Festivals and Events Excellence Award is one of five provincial Awards of Excellence presented during BCRPA's annual Symposium conference in Whistler. Each award is presented on behalf of over 4,000 recreation and parks sector members from across BC working to enhance the physical and mental health, wellness, connectedness, and quality of life of their communities.

An Honourable Mention was given to the Oliver Parks and Recreation Society for 100X100 Festival.

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Images Available  
Background included

### **For more information:**

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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.

Ours is a story of creating community connectedness and individual 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 that improve the quality of life of every British Columbian.

[www.bcrpa.bc.ca/about-us/](http://www.bcrpa.bc.ca/about-us/)