

MEDIA RELEASE



CITY OF CAMPBELL RIVER WINS BCRPA 2023 FESTIVALS AND EVENTS EXCELLENCE AWARD

Vancouver (May 4, 2023) -- The BC Recreation and Parks Association (BCRPA) presented its **Festivals and Events Excellence Award** to the City of Campbell River today for CR Live Streets (www.bcrpa.bc.ca/membership/provincial-awards). The award recognizes innovative events in British Columbia that are successful in improving individual and community-level connectedness, social and physical well-being, and engagement. This year's recipient serves as a model for other local governments or organizations to enhance their community activities.

CR Live Streets is a Downtown Small Initiatives Program with the aim of bringing community, accessibility, and prosperity to Campbell River's downtown core through a series of large events, including music, markets and art.

Throughout July and August, the main road in downtown Campbell River is closed to encourage pedestrian traffic and offer events that are free and inclusive, and bring together thousands of people of all ages, stages, and abilities to enjoy cultural activities.

The CR Live Streets Program has supported a broad range of partnerships in the community, including with Community Action Campbell River which created the opportunity for meaningful work experience to unhoused individuals. The events have also strengthened the relationships with downtown merchants and businesses and had a positive influence on the tourism industry by providing a unique visitor experience in a central location.

"The City of Campbell River's CR Live Streets event nurtures an important level of community vitality and connectedness and is a well-deserved recipient of BCRPA's Festivals and Events Excellence Award," says Katie Fenn, BCRPA CEO. "The ingenuity, inclusivity, and accessibility of the program sets a high standard for communities to follow."

The Festivals and Events Excellence Award is one of seven provincial Awards of Excellence presented during BCRPA's annual Symposium conference in Vancouver. Each award is presented on behalf of more than 4,400 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.

For more information:

Connie Mah

Administrator, BCRPA

p) 604.629.0965 ext. 258

cmah@bcrpa.bc.ca

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/