

MEDIA RELEASE

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CITY OF KELOWNA WINS BCRPA AWARD OF EXCELLENCE

City of Kelowna honoured with PERC Award for Management Innovation and Ingenuity

Whistler, BC (Friday, April 29, 2016) - The City of Kelowna has won the PERC Award for Management Innovation and Ingenuity from the BC Recreation and Parks Association (BCRPA). The 2016 award was given for its Strong Neighbourhoods Program.

The Strong Neighbourhoods Program began with the purpose of improving the quality of life in Kelowna. This was done by increasing citizen level of attachment to the community with a focus on creating strong neighbourhoods that foster a culture of connection and engagement.

In this way, the Strong Neighbourhoods Program represents a new approach to community development for the City of Kelowna. The program recognizes that each neighbourhood is distinct in its character, assets and needs, and that citizens know best how to enhance their quality of life in their respective neighbourhoods. Using an asset-based approach and a focus on well-being, the Strong Neighbourhoods Program aims to support and enhance an individual's quality of life right where they live. Grants to support Neighbourhood Block Parties, humorous parking etiquette cards, and mini libraries are just a few examples of how the program has made a positive difference.

"By fostering neighbourliness; inspiring community leaders; and empowering residents, the City has succeeded in meeting its goals, one street at a time," said Rebecca Tunnacliffe, BCRPA Chief Executive Officer.

The PERC Award for Management Innovation and Ingenuity Excellence recognizes the creative implementation of an idea to develop something that is unique and special that other organizations could adapt in their own settings.

This award is one of five provincial awards presented at the BCRPA's annual Symposium today in Whistler. The conference brings together members of the parks and recreation sector from across BC, including elected officials, volunteers, members of the business community and others interested in building and sustaining active, healthy lifestyles and communities in BC.

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Images available
Background included

BACKGROUND:

The British Columbia Recreation and Parks Association 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 sector, providing leadership, training and support to help meet national, provincial and local priorities. Through a diverse network of partners and extensive programs and services, BCRPA actively advocates accessibility and inclusiveness to recreation and physical activity. <http://www.bcrpa.bc.ca/>

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