

# Campbell River **Mirror.com**

## **Campbell River receives grant to promote benefits of physical activity to inactive adults**

Campbell River is one of 36 communities to receive a grant from BC Recreation and Parks Association.

The \$4,000 grant funding will support an Activity Ambassador Program in the community, says Active Campbell River coordinator, Kris Johnson.

“We decided to develop an Ambassador Program as a result of a variety of community meetings last year that acknowledged the positive role of recreation and physical activity and identified the barriers that inhibit participation,” Johnson says.

The Ambassador Program will be developed to connect community agencies with facilities, provide greater awareness of existing programs and to offer opportunities that minimize the barriers and emphasize the benefits of recreation.

Ambassadors will be identified and become spokespeople in support of increasing the priority of recreation within service organizations. Ambassadors will also serve as contact points to bridge the interests of clients with the opportunities available within the community facilities.

### *About Active Campbell River*

Active Campbell River’s mission is to build on the ability of the community to educate, encourage, facilitate and support the residents to move towards a more active lifestyle.

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