

Courier-Islander

CR gets \$4k grant

June 12, 2009

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

The \$4,000 grant will support an Activity Ambassador Program in the community, explains 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 said.

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. For example, an orientation tour may be requested through the Ambassador network to provide an introductory tour to a facility for people from a community agency who are not familiar with a facility or its programs.

© Copyright (c) Canwest News Service