

**\*FOR IMMEDIATE RELEASE\***

**16 April 2010**

## **Inaugural gala celebrates outstanding recreation and parks development**

**EDMONTON, AB** – The Recreation for Life Foundation gathered Alberta's industry leaders in the recreation and parks field yesterday at the Citadel Theatre in Edmonton for the inaugural Recreation Industry Awards of Excellence. The gala event honoured the achievements of those within Alberta's corporate sector who exemplify the very best in the development of recreation, parks, and community building.

"The Recreation Industry Awards of Excellence provide a significant opportunity to recognize and celebrate the vital role of Alberta's corporate sector in providing recreation and parks services, products, and infrastructure that make our communities great places to live," says Barry Mitchelson, Chair of the Recreation for Life Foundation. "We firmly believe that personal health, community well-being, and quality of life in Alberta are directly tied to the achievements and innovation of these outstanding corporations and organizations."

### **Award recipients included:**

- Architecture | ATB – *Stephen Barr Award of Excellence for Recreation Facility Design*
- Strathearn Heights Consulting Team – *Award of Excellence for Community Design*
- Blue Imp – *Award of Excellence for Innovation in Recreation Products & Retailing*
- 21one Events Management – *Award of Excellence for Recreation Marketing & Advertising*
- Dillon Consulting Limited and the EVDS Urban Lab – *Award of Excellence for Parks & Open Space Design*
- PCL Construction Management Inc. – *Award of Excellence for Constructing Recreation Spaces & Places*

"For fourteen years I sat in the passenger seat of Stephen Barr's car as we travelled to different Alberta communities consulting on the design of their recreation facilities, and it is quite an honour to win an award with his namesake," says Brian Bengert, Partner at ATB Architecture. "It is also especially gratifying to be recognized the very first time this award has been given out."

Correspondingly, John Furlong, CEO of VANOC, delivered the event's keynote address, which focused on the significance of recreation and sport to country, province, and community building, and the importance of local, grassroots sport and recreation infrastructure for the health of citizens, and the development of emerging elite athletes.

The Recreation for Life Foundation is a provincial not-for-profit charitable organization incorporated under the laws of Alberta and Canada and its primary purpose is to receive, manage, distribute, invest and administer bequests, endowments, trusts and other financial programs and investments, the purpose of which are primarily to support the activities of the Alberta Recreation & Parks Association.

For more information, visit [www.awards.recreationforlife.org](http://www.awards.recreationforlife.org).

- ### -

### **Media inquiries may be directed to:**

Kathleen Badry  
Fund Development Manager  
Recreation for Life Foundation  
Phone: 780-422-8103  
Email: [kbadry@recreationforlife.org](mailto:kbadry@recreationforlife.org)

Mandi Wise  
Communications Coordinator  
Alberta Recreation and Parks Association  
Phone: 780-644-6976  
Email: [mwise@arpaonline.ca](mailto:mwise@arpaonline.ca)

## Recreation Industry Awards of Excellence – Award Recipient Profiles

### ***Stephen Barr Award of Excellence for Recreation Facility Design***

This award is presented for recreation facility or facility space design that incorporates innovative design and features to enable multiple uses, active living, and community well being.

The design facilitates the integration of special populations, and incorporates green design concepts.

#### **Award Recipient - Architecture | ATB**

With a staff compliment of 47, Architecture | ATB is among the largest firms in Alberta and provides a broad range of professional services not typically found in a single firm. Their approach is multi-disciplined and their capabilities are strengthened by specialized market expertise.

Key elements of Architecture | ATB's design ethic include technology, sustainability and innovation. They believe that their problem solving design process is individually tailored to each project resulting in finished buildings that reflect human and technological factors and bring energy-efficient design to every project.

#### **Project - Leduc Recreation Centre**

Architecture | ATB successfully transformed an existing, operational facility (the Black Gold Centre) into a 309,000 sq. ft. multi-purpose Leduc Recreation Centre. Over the course of two years and through an excellent working relationship with the City of Leduc, Architecture | ATB developed a facility that was accessible to all community members, inside and out.

Many design features were developed as a result of ATB's consultation with the community and regional stakeholders. The design features were stylistic – flooring designs which modeled existing Leduc roadways, and a community hearth with distinctive and artistic wood pillars.

Other features addressed accessibility issues (lower counter space at Guest Services) and energy efficiencies (Enviro Ice heat recovery system in the existing performance arena and curling rink).

### ***Award of Excellence for Community Design***

This award is presented for excellence in community or sub-division design which innovatively provides for and maximizes open space functionality and multi-use connectivity, optimizes healthy living, and recognizes the locale's natural environment.

Ultimately the design enhances the sense of place through adhering to the principles of smart planning.

#### **Award Recipient - Strathearn Heights Consulting Team**

Two Edmonton based consulting firms Carlyle & Associates and Armin A. Preiksaitis & Associates partnered and formed the Strathearn Heights Consulting Team for this redevelopment project.

Carlyle & Associates is an urban design and landscape architecture firm with a reputation for engaging creativity and meticulous planning. The firm's philosophy of enriching the quality of life, whether a public project or private garden, is firmly rooted in the tradition of civic art which sees aesthetic concerns and a respect for human values and activities accorded a high priority.

# Backgrounder

---



Armin A. Preiksaitis & Associates is a land use planning and design firm which provides consulting services in community and regional planning, urban design, downtown planning, LRT route planning, real estate development and community consultation. Established in 1996, the firm consults to private landowners, developers, non-profit organizations and municipalities.

## **Project - Strathearn Heights Redevelopment**

The Strathearn Heights Consulting Team design saw the Strathearn Heights Apartments future redevelopment in Edmonton as a liveable urban village with residential, commercial, and open space uses.

The design sensitively addressed intensification in a mature inner city neighbourhood. It integrated existing houses into the new urban village through appropriate massing and transitions in scale of new buildings, parks, and open spaces. Walkability is a prominent feature of the design and, through its street patterns, ensures its surroundings and the river valley are easily accessible.

## ***Award of Excellence for Constructing Recreation Spaces & Places***

This award is presented for the construction of recreation facilities which exhibits high levels of quality in construction, demonstrates project management skills that includes adherence to scheduling and budget, excellent rapport and communication with other professionals and facility owners, and shows concerns for the community and onsite staff.

## **Award Recipient - PCL Construction Management Inc.**

Founded in 1906 as Poole Construction Co., PCL's jurisdiction of incorporation can be located in all Canadian Provinces and most States in the US. PCL has over 3,000 employee shareholders and upwards of 6,000 construction professionals and trades people and has grown into an entirely employee-owned organization.

Dynamic and responsive to industry and customer needs, PCL has become known for cutting-edge practices, but has not lost sight of its common sense business philosophies, ones that have stood the test of time and guided it to its current stature. Now into its 103rd year in the construction business, PCL is firmly rooted in its prairie approach to honest design and construction focused on client objectives.

## **Project - Construction Management Leduc Recreation Centre**

The Leduc Recreation Centre is the largest infrastructure project in Leduc's history. This \$50 million project came in on budget and on time, in fact the facility opened three weeks ahead of schedule. PCL constructed twin ice surfaces, twin field houses, fitness centre, third level fitness track, lease spaces, community kitchen, and meeting rooms.

The initial plans included a single field house however a second was added along with a Youth / Education Centre. Throughout these changes, PCL was instrumental in providing City administration, Mayor and Council with all options regarding the additions. Throughout the construction, PCL worked diligently and respectfully to ensure operational disruptions were minimal.

## ***Award of Excellence for Innovation in Recreation Products & Retailing***

This award is presented for the manufacture of innovative recreation products including playscape or park equipment which enhances and promotes creative expression.

The equipment enhances opportunities for recreation and adventure in a safe inclusive manner, fosters healthy lifestyles, and expands recreation choices for individuals through products that promote participation.

- more -

# Backgrounder

---



## **Award Recipient - Blue Imp**

A division of S.F. Scott Manufacturing, founded in Medicine Hat in 1917, Blue Imp is a leader in the playground industry. It has achieved the distinction of being Canada's oldest and most experienced playground manufacturer by providing innovative, high quality play ideas for generations. The reason Blue Imp is still going strong today is its ingenuity and adaptability and its ability to recognize and respond to changing market trends and needs.

Blue Imp continues to design unique play ideas designed to maximize fun and challenge without compromising safety. As it moves into the future, Blue Imp looks forward to creating more fun for generations to come.

## **Project - Balmoral School Grounds Improvement Project**

Blue Imp saw a need for playground equipment that appealed directly to students in the middle school grades. Typically youth in this age group do not have access to an appropriate playground, if one at all. Blue Imp designed playground equipment with a unique, abstract design that appealed to middle school students as determined by focus group and other research.

Balmoral School, a historic school in Calgary's inner city, was Blue Imp's partner. The playground melded with the historic sandstone appearance of the school with its light tan and brown colour. The transparent design does not obscure the historic building, in fact it enhances the safety of the area by eliminating "hiding" spots. The playground has become a destination for the students.

## ***Award of Excellence for Recreation Marketing & Advertising***

This award is presented for excellence in a marketing campaign that promotes active living on an individual and community level, and encourages participation in recreation activities.

## **Award Recipient - 21one Events Management**

21one Events Management has a team that is inspired to exceed...to produce outstanding events measured by participant's referral to their friends and testimonials from its customers. The team works hard to provide solutions, excellent service and ensure their customers have fun. They are involved in all facets of the planning and execution for sporting events - creative and brand building, marketing and communications, sponsorship, and promotional and media programs. 21one also has expertise with the technical, operational and logistical services.

21one's portfolio of events include World Championships, World Cups, Continental Cups, National Championships, Provincial and City sporting events, with single event's totalling over 50,000 with participants, families, spectators and supporters. For sponsors and media, these large targeted demographics represent tremendous marketing and promotional opportunities.

## **Project - Edmonton Journal "Little Big Run"**

The Little Big Run generates community based awareness of the benefits of physical activity and exercise for both children and adults. The event is geared specifically for family, group, and team participation in the Edmonton Capital Region. 21one Events Management has used a variety of strategies to raise the profile of the Little Big Run including print, radio, and TV mediums along with popular media personalities. 21one created and manages an event website that provides information and enables registration into the event's 1 km, 5 km, and 10 km walk and run. Of course the program's logo is easily recognizable – a little and big running shoe designed in the shape of a butterfly.



# Backgrounder

---

## ***Award of Excellence for Parks & Open Space Design***

This award is presented for the design of parks and open spaces that enhances social, environmental, and economic sustainability, leverages the natural capital attributes of the locale, recognizes the interests of the community, and encourages a greater appreciation of parks & open spaces within the community.

### **Award Recipients - Dillion Consulting Limited & The EVDS Urban Lab**

Since 2004, Dillon Consulting Limited and the University of Calgary EVDS Urban Lab have worked together to deliver premiere and award-winning Open Space Master Plans for municipalities in Alberta. Dillon Consulting Limited is an employee-owned, Canadian professional services firm providing a wide range of consulting services in land use planning, transportation, transit, engineering, and environmental management.

The University of Calgary EVDS Urban Lab, led by Dr. Bev Sandalack, is a research centre and consultancy dealing with urban design, community planning, and urban development issues. It works with community associations, town and city councils, neighbourhood committees and other civic groups to find ways to develop urban form that is ecologically and economically sustainable.

### **Project - Red Deer County - Open Space Master Plan**

Red Deer County's Open Space Master Plan is a comprehensive source of information and policy on open space, and a tool to guide its acquisition, development, and use. The Master Plan integrated both a County wide scale with distinct project zones. The comprehensive plan created a typology of open space, and provided Red Deer County with an extensive database of knowledge about its landscape. Public participation was a critical element of the Plan's development beyond its presentation. Workshops were held with residents enabling the project team to gather information about special places for example. The involvement of the University of Calgary's Environmental Design Faculty internships ensured the successful completion of the project while providing real-world experience for students.

## ***Honourable Mentions***

### **Stephen Barr Award of Excellence for Recreation Facility Design**

Barr Ryder Architects & Interior Designers  
Project - Allan & Jean Millar Centre (Whitecourt, AB)

### **Award of Excellence for Parks & Open Space Design**

ISL Engineering & Land Services Ltd.  
Project - Maskepetoon Park Master Plan (Red Deer, AB)

### **Award of Excellence for Constructing Recreation Spaces & Places**

Graham Construction and Engineering  
Project - Shouldice Park Artificial Turf Project (Calgary, AB)

Wilco Contractors Northwest Inc.  
Project - Fuhr Sports Park (Spruce Grove, AB)

- ### -

### **Media inquiries may be directed to:**

Kathleen Badry  
Fund Development Manager  
Recreation for Life Foundation  
Phone: 780-422-8103  
Email: [kbadry@recreationforlife.org](mailto:kbadry@recreationforlife.org)

Mandi Wise  
Communications Coordinator  
Alberta Recreation and Parks Association  
Phone: 780-644-6976  
Email: [mwise@arpaonline.ca](mailto:mwise@arpaonline.ca)