



*Recreation for Life*

Tuesday, November 23, 2004

## **ARPA Recognizes the Active Edmonton Steering Committee for Outstanding Contributions to Recreation and Parks in Alberta**

(Edmonton, AB) The Alberta Recreation and Parks Association takes great pride in recognizing the Active Edmonton Steering Committee with the 2004 A.V. Pettigrew Award! This outstanding project has made amazing contributions to improving the quality of life of Albertans through recreation and parks services.

The A.V. Pettigrew Award recognizes communities in Alberta that have contributed the most to improving the quality of life of their citizens through recreation and parks – in areas of programs, services, facilities, parks and open spaces, or a combination thereof.

Active Edmonton is an exciting and important new project for Edmonton and Alberta. Under the guidance of Mayor Bill Smith, the Steering Committee was able to bring together 35 community leaders to begin planning a project that would create a healthier more physically active city.

What makes this project unique is that it was Mayor Bill Smith who brought together key community groups and high profile leaders to represent, mix of governments, health and education institutions including both School Boards, the University of Alberta, Capital Health, physical activity specialists business and numerous others to work on the Active Edmonton Steering Committee. The Committee then set out an aggressive, targeted and well-researched program to be completed by 2008. Steering Committee members were asked to be active with their time, funding and network of contacts to make “Edmonton the Most Active City in Canada”

Success since the launch on May, 2003 includes the following:

- Provided resource information to over 700,000 people through monthly events and displays
- Distribution of the Active Edmonton Guide to over 560,000 households and community facilities
- Aggressive Media Campaign to inform Edmontonians on benefits of an “active lifestyle”
- Dedication of staff from City of Edmonton, Capital Health, and the Alberta Centre for Active Living
- Research and evaluation of the initiative is the responsibility of 3 groups - University of Alberta, Edmonton Community Services and Capital Health
- Over 100 volunteers / personal trainers / committee volunteers
- Resource dissemination by Edmonton and Catholic School Boards, Edmonton Community Services, YMCA, Running Room, United Cycle, U of A and all 35 Committee members

The Active Edmonton Steering Committee will agenda become more aggressive over the next 4 years focusing on: children and youth in 2004-2005; the workplace in 2005-2006; older adults in 2006-2007 and communities in 2007-2008.

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