

MEDIA RELEASE

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CITY OF RICHMOND WINS BCRPA PROGRAM EXCELLENCE AWARD *City of Richmond honoured with 2018 Program Excellence Award*

Vancouver, BC (May 2, 2018) - The BC Recreation and Parks Association (BCRPA) today presented its Program Excellence Award for members with a population of over 15,000 to the City of Richmond for its Pollinator Pasture program. The award recognizes creative, successful and innovative program which may serve as a model for other recreation and parks agencies to enhance their services.

Pollinator Pasture is the artistic creation of a large-scale landscape and community-engaged public art project by the City of Richmond in partnership with Border Free Bees, an ambitious, creative and successful long-term pollinator-focused public art initiative headed by Dr. Cameron Cartiere, Associate Professor at Emily Carr University of Art + Design (ECUAD). The 2.6 acre Pollinator Pasture itself is located at the Bridgeport Industrial Park and planted in the pattern of a bee's wings with native and naturalized seed beneficial to a broad range of pollinators. The Pollinator Pasture and supportive free programming raises awareness of the plight of wild pollinators, particularly bees, and empowers communities to actively engage in solutions for habitat loss.

The multi-layered approach to Pollinator Pasture, associated programming and community engagement has reached many hundreds of individuals and community groups (from children to seniors and businesses to non-profits). The Pollinator Pasture and related programs contribute to community social goals and quality of life through collective opportunities. Moreover, the Pollinator Pasture and community initiatives have contributed significantly to the conservation of pollinators in the community and quality of life. One of the most striking impacts has been a considerable increase in the number and type of pollinators, particularly wild bees, on the Bridgeport Industrial Park pasture site.

“The *Pollinator Pasture* project is a highly deserving recipient of the Program Excellence Award for the critical role it plays in the preservation of Richmond’s natural spaces, exemplifying how harnessing the power of artistic practices can inspire community action, engagement and stewardship of pollinators in British Columbia,” said Rebecca Tunnacliffe, CEO of the BC Recreation and Parks Association.

The Program Excellence Award is one of five provincial awards presented at the BCRPA’s annual Symposium today in Vancouver. The conference brings together members of the recreation and parks 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

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BACKGROUND

The British Columbia Recreation and Parks Association (BCRPA) is a not for profit organization dedicated to enhancing quality of life in our province. The Association and its extensive network of members, in the parks, recreation, physical activity and culture sector support the development of healthy individuals and communities and sustainable environments and economies.

Since 1958, the BCRPA has provided leadership, training and support, fostering the principles of accessibility and inclusiveness, to help its members meet provincial and local health and physical activity priorities. www.bcrpa.bc.ca