



RECREATION INDUSTRY AWARDS OF EXCELLENCE

CANADA'S SPORTS HALL OF FAME
CANADA OLYMPIC PARK,
CALGARY, ALBERTA

MAY 10TH, 2012



RECREATION INDUSTRY
AWARDS OF EXCELLENCE

The Industry Awards Gala...

The Recreation for Life Foundation (RFLF), its partner, Alberta Recreation and Parks Association (ARPA), and their many sponsors and supporters are pleased to present the 2nd biennial RECREATION INDUSTRY AWARDS OF EXCELLENCE program.

This gala affair is designed to recognize and celebrate individuals or teams within Alberta's corporate and business sector for their creativity, innovation, excellence and overall contribution in designing, building and providing services to support parks, recreation and wellness in our province and its communities.

EVENT DETAILS:

DATE: May 10th, 2012
LOCATION: Canada's Sports Hall of Fame
Canada Olympic Park
169 Canada Olympic Rd SW
Calgary, AB
TIME: 4:00 – 8:00 p.m.
AWARDS: 6:00 p.m.
REGISTRATION: \$ 75.00/person
GROUP BOOKING: \$525.00/8 registrants



Alberta
Recreation & Parks
Association



Recreation *for* Life
FOUNDATION

NOMINATION PROCESS:

- Complete a nomination form (available online)
- Provide an overview of the nominee, group, or company including reference to the project, work, or services that support the nomination. (max 500 words)
- Provide three (3) letters of support
- Other relevant material (poster, cds, brochures, plans, illustrations, photographs, new clippings, etc.)
- High resolution electronic images (2) and logo required for use in Recreation for Life Foundation marketing pieces.
- Provide submission in electronic format/CD inclusive of all nominations materials; and
- Provide one (1) print hard copy of all materials submitted for nomination

SUBMIT NOMINATIONS BY:

MAIL: Recreation for Life Foundation
Suite 202, 15023 - 123 Avenue
Edmonton, AB T5V 1J7

EMAIL: awards@recreationforlife.org

NOMINATION DEADLINE:

Monday, March 19th, 2012

REGISTRATION INFORMATION:

Please register online at
www.Awards.RecreationforLife.org
no later than **Wednesday, April 25th, 2012**

For more information on this program,
please contact Kathleen Badry at 780 422-8103

RECREATION INDUSTRY AWARDS OF EXCELLENCE

AWARD OF EXCELLENCE FOR

Constructing Recreation Spaces & Places

This award will be presented every two years for the construction of recreation facilities, parks and open spaces in Alberta which:

- Exhibit high levels of quality in construction.
- Adhere to scheduling and budget.
- Demonstrate project management skills that include excellent rapport and communication with design professionals and facility owner.
- Engage in construction site activities reflecting concerns for the community and onsite staff in terms of safety, noise, cleanliness and order.

AWARD OF EXCELLENCE FOR

Recreation Marketing & Advertising

This award will be presented every two years to recognize excellence in marketing campaigns, programs, or materials that have:

- Promoted active living and wellness on a personal or community level.
- Provided recreational opportunities for individuals and/or groups that might otherwise have not participated.
- Encouraged participation in recreational activities.
- Expanded recreation choices for individuals through improved and innovative communications which promote participation and/or improve upon recreational environments.
- Enhanced opportunities for recreation/adventure within communities, community parks and open space areas, or the out-of-doors.
- Promoted recreation facilities and assets.
- Promoted a multi-faceted campaign/program to enrich, educate or drive participation and compels a public call to action.

AWARD OF EXCELLENCE FOR

Innovation in Recreation Products & Retailing

This award will be presented every two years for the development of innovative recreation products including sports or fitness equipment, playscape or park equipment, recreational clothing wear, outdoor adventure products or products which enhance/promote creative expression. Award winners will have accomplished such things as:

- Enhancing opportunities for recreation/adventure within communities, community parks and open space areas, or the out-of-doors.
- Fostering healthy lifestyles and quality of life through participation in recreation.
- Providing increased opportunities to safely engage in recreation activity regardless of ability.
- Expanding recreation choices for individuals through improved and new products which promote participation and/or improve upon recreational communities.

AWARD OF EXCELLENCE FOR

Parks & Open Space Design

This award will be presented every two years to an individual or group for the design of parks and open spaces in Alberta where the design:

- Enhances opportunities for social, environmental, and economic sustainability.
- Creatively maximizes the functional and aesthetic aspects of an area or site.
- Leverages and improves upon the positive natural capital attributes inherent in the locale.
- Recognizes the special needs and interests of segments of the community.
- Encourages a greater appreciation of parks & open spaces within the community.

STEPHEN BARR AWARD OF EXCELLENCE FOR

Recreation Facility Design

This award will be presented every two years for a recreation facility or facility space design. The project must be Alberta based and need not be completely constructed. It must be a commissioned work not an academic design. The facility design will incorporate such things as:

- Creative design and innovative inclusion of multiple uses.
- Unique features that enable active living and community well being.
- Integration of special populations and specific minorities.
- Green design and energy efficiency.

AWARD OF EXCELLENCE FOR

Community Design

This award will be presented every two years for excellence in community or sub division design work for Alberta. It need not be completely constructed, but must be a commissioned work, not an academic design, which:

- Innovatively provides for parks, open spaces, natural environments, and multi-use connectivity within and between other areas, parks, and neighbourhoods.
- Follows the principles of “smart planning”.
- Optimizes opportunities for healthy living within the community.
- Enhances the “sense of place” and feeling of community among residents.
- Integrates all elements of the community in such a manner to maximize the multi-use functionality of public spaces in a safe manner.
- Recognizes the natural environs of the locale.