

## MEDIA RELEASE

### **British Columbia Recreation and Parks Association (BCRPA) Launches New Brand to Strengthen Impact Across British Columbia**

April 8, 2026 (Vancouver, BC) Today [BC Recreation and Parks Association \(BCRPA\)](#) launches a new brand and website to support its leadership in shaping healthier futures for communities across British Columbia.

BCRPA convenes, educates, and empowers more than 5,700 recreation and parks members and 2,800 registered fitness professionals across the province. Together, their work supports over 95% of the BC and advances recreation, parks, and fitness as essential to thriving, resilient communities.

Today's reveal of BCRPA's brand evolution is more than a visual update. It is a renewed expression of who BCRPA is, where it is going, and how it will show up for its members, partners, and the communities they serve. Their new website creates dedicated space to share stories, celebrate impact, and spotlight innovations shaping the sector.

"From local parks to community spaces, our members are turning real-time needs into action and measurable impact every day. They are making the case that access to recreation, nature, and fitness is not a luxury — it is a foundation for community health, wellbeing and belonging. Our new brand gives us a stronger platform to tell that story and grow support for that work," said Katie Fenn, CEO of BCRPA.

This evolution also introduces [BCRPA Fitness: The Movement Movement](#), a distinct identity for BCRPA's registered fitness program. By creating a connected yet unique presence, BCRPA is better positioned to support fitness professionals while clearly demonstrating the advantages of being part of one of the most respected programs in the industry.

"Our new brand and website better reflect the strength of our ecosystem and positions us to amplify the incredible value of the work happening across the province," said Steve Kellock, BCRPA President and Director of Recreation for the Vancouver Board of Parks and Recreation.

Discover how BCRPA and its members are building healthier futures for all British Columbians at [www.bcrpa.bc.ca](http://www.bcrpa.bc.ca).

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## ABOUT BCRPA

[BC Recreation and Parks Association \(BCRPA\)](#) convenes, educates, and empowers professionals who transform lives. With a network of over 8,500 professionals who support more than 95% of British Columbia, we champion policy, empower and educate leaders, train fitness professionals, and deliver programs that create safe, active, and inclusive communities where everyone belongs. Through this essential work, communities across the province grow stronger, healthier, and more connected.

Learn more about how BCRPA is working with their members, fitness professionals and community partners in its work of shaping healthier futures at [www.bcrpa.bc.ca](http://www.bcrpa.bc.ca).

*Images and background are included.*

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