



*City of Arts & Innovation*

# News Release

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## **Riverside Parks & Recreation Receives Two Awards of Excellence**

**Riverside, California** – The City of Riverside, Parks Recreation & Community Services Department (PRCSD) received two Awards of Excellence from the California Park & Recreation Society (CPRS) this week at the 2013 California and Pacific Southwest Recreation and Park Training Conference in San Jose, CA.

Riverside is recognized for the Facility Design of Dales Senior Center Renovation Project in the category of Community Centers/Mixed Use Facilities and for the 2012 Mariachi Festival in the category of Marketing and Communications –Marketing Campaign.

According to Ralph Nunez, Riverside, PRCSD Director, “The CPRS awards program is the highest recognition our agency can receive and our award is a credit to the Council, staff, TR Design Group and volunteers that made this happen. We are honored to receive this award on behalf of our residents.”

The City of Riverside, Dales Senior Center Expansion Project embodies the CPRS “Parks Make Life Better!” campaign. The new 10,500 SF space is a place for the community to gather, exercise, interact with nature, learn new skills and make new connections.

Riverside Mayor Rusty Bailey said, “The new Dales Senior Center space and new programs should inspire seniors to take advantage of our state of the art facilities and become more Fit Fresh & Fun.”

The marketing campaign award recognized Riverside’s promotion of the Riverside Mariachi Festival -- noting Riverside’s promotional materials and the partnerships with community groups, other agencies and businesses.

CPRS Executive Director Jane H. Adams states, “These agencies represent the finest in recreation programming and community wide initiatives, park planning, facility design, and marketing and communications in California. Park and recreation agencies throughout the state provide families, individuals, and groups access to the serenity and inspiration of nature; spaces and places for play and exercise; opportunities for directed and self-directed recreation; positive alternatives for youth to reduce crime and mischief; and activities that facilitate social connections, human development, therapy, the arts, and lifelong learning. CPRS and the award sponsors, Rain Bird, Little Tikes Commercial Play

Systems, and RJM Design Group, Inc., are proud to recognize the excellent parks, recreation programs, services and facilities provided to Californians.”

The California Park & Recreation Society presented awards in 5 categories:

- Creating Community Award of Excellence
- Excellence in Design – Park Planning
- Excellence in Design – Facility Design
- Marketing & Communications Award of Excellence
- Professional & Service

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*CPRS is a membership organization with 3400 members representing the 535 local parks and recreation agencies throughout the state. The mission of CPRS is to advance the profession and its members through education, networking, resources, and advocacy.*

*City of Riverside, Parks, Recreation & Community Services Department creates community through people, parks and programs. We strengthen community image and sense of place, support economic development, strengthen safety and security, promote health and wellness, foster human development, increase cultural unity, protect environmental resources, facilitate community problem solving and provide recreational experiences.*

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