



Regional Recreation Pass Makes Fitness More Accessible

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For Immediate Release

VICTORIA, BC — Starting January 1, 2009, Greater Victoria residents will have the option of purchasing one fitness pass to access drop-in services at all recreation centres in the Capital Region. The *Annual Regional Recreation Pass* is a pilot project of Active Communities, an initiative focused on supporting communities to increase activity levels of British Columbians by 20% by the year 2010.

“We are excited to provide residents greater choice and flexibility as to where they can go to exercise,” said Sandy Clarke, Manager of Programs and Services at the Crystal Pool and Fitness Centre and a member of the Active Communities committee. “Increased public awareness of the direct link between fitness and good health is resulting in an increased demand for access to regional recreational facilities.”

Seven municipal recreation departments are participating in the pilot project:

- City of Victoria Parks, Recreation and Community Development
- Saanich Parks and Recreation
- Recreation Oak Bay
- Esquimalt Parks and Recreation
- West Shore Parks and Recreation
- Panorama Recreation (Saanich Peninsula)
- SEAPARC Leisure Complex (Sooke)

Depending on the facility, drop-in options typically include swimming, skating, weight room and cardio equipment as well as some aquafit programming. The average cost of an annual pass for one recreation centre is approximately \$350. The new *Annual Regional Recreation Pass* will sell for \$420.10 and full payment will be required upon purchase. The new passes will be available from January 1 - December 31, 2009 and will be honoured for a full year.

Residents can upgrade their regular annual pass to a regional pass by paying the difference between the two. For tracking purposes, a hologram sticker will be placed on the pass, identifying it as acceptable at all municipal recreation centres.

The *Annual Regional Recreation Pass* builds on the success of other regional programs that municipal recreation departments offer, including the *FitinFitness Pass* (previously known as the *April Taste of Recreation Pass*) that enables residents to access all municipal recreation centres for the month of April; the *Leisure Involvement for Everyone (LIFE) Program* that assists low income individuals and families access municipal recreation programs and services; the *Active Parents Pass*, distributed by public health nurses that gives new parents five free fitness passes; and inter-municipal 2-for-1 recreation passes that support region-wide school and community initiatives.

Active Communities is supported by ActNow BC, 2010 Legacies Now, and the British Columbia Recreation and Parks Association. For more information, visit www.fitinfitness.ca

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For More Information:

Sandy Clarke, Manager, Programs and Services
Crystal Pool and Fitness Centre
250.361.0707