



# City of Gilroy

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## For Immediate Release

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### The City of Gilroy Recreation Department to Receive Award of Excellence

The City of Gilroy Recreation Department has been selected as a 2013 California Park & Recreation Society **Award of Excellence** recipient for *The City of Gilroy Recreation Department Monthly Electronic Newsletter* in the awards category of *Marketing & Communications*.

The California Park & Recreation Society is a non-profit professional and public interest state-wide organization that supports and advances California's park and recreation profession. The organization has more than 3,000 members who provide recreational experiences to individuals, families and communities with the goal of fostering human development, health and wellness, and cultural unity as well as protecting natural resources, strengthening safety and security and supporting economic development. The California Park & Recreation Society is the largest society of park and recreation professionals in the United States.

The awards program recognizes outstanding achievement in the areas of facility design, park planning, marketing and communication and community improvement and programming through demonstrating the **CREAM** principals of **Challenge, Resourcefulness, Execution, Accomplishment** and alignment with the parks and recreation **Mission** that *Parks Make Life Better*. Receiving this award means that The City of Gilroy Recreation Department has met the highest standards for achieving excellence.

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