

Media Release

For Immediate Release

October 15, 2010

Northvanrec launches Facebook, Twitter and YouTube

North Vancouver, B.C. North Vancouver Recreation Commission is expanding its online presence with the launch of its new Facebook, Twitter, and YouTube pages. Residents are invited to 'Like Us' on www.facebook.com/northvanrec, follow "tweets" through www.twitter.com/northvanrec and check out new video clips on www.youtube.com/user/northvanrec, to stay up-to-date and learn more about activities at Northvanrec.

"We recognize that a large number of North Vancouver residents spend time on social media sites and for some, social media is their preferred information channel," said Anne Greenwell, Marketing and Communications Coordinator at the Recreation Commission. "We developed our social media strategy after researching social media best practices in both the private sector and the public recreation field. We collaborated with staff across our organization and utilized insight gained from customer feedback and response to our current online information sources such as our website and recNews our enewsletter."

The Recreation Commission's goal is to use social media channels as a new way to connect with their community and patrons; offering people a chance to exchange ideas, engage in discussions, and provide feedback and access new and interesting recreation information.

North Vancouver Recreation Commission's social media strategy is part of their ongoing commitment to finding innovative ways to promote recreation and get more people active.

Northvanrec is launching its social media with an eight week contest where people can enter for a chance to win one of eight one-month fitness memberships. See www.northvanrec.com for more information.

-30-

For more information contact

Anne Greenwell, Marketing & Communications, North Vancouver Recreation Commission

T: 604-983-6347 Email: greenwella@northvanrec.com