



For Immediate Release

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City of Kentwood Parks and Recreation Department Earns Two State Awards

Department Recognized by Michigan Recreation & Park Association for Adaptive Recreation Programs and Successful Millage Marketing Campaign

Kentwood, Michigan, March 28, 2023 – The City of Kentwood’s Parks and Recreation Department has received two awards from the Michigan Recreation & Park Association.

The department was honored with the Excellence in Therapeutic Recreation Programming Award for its adaptive programs and the Integrated Marketing Campaign Award for its 2022 parks millage campaign. Department representatives accepted the awards during the Michigan Recreation & Park Association’s annual conference and trade show earlier this month in Lansing.

“We’re proud to have our innovative programs and initiatives recognized by mParks,” Parks and Recreation Director Val Romeo said. “Michigan is home to many impressive recreation departments, so we’re delighted to have our hard work and dedication to the community celebrated at a statewide level.”

The Excellence in Therapeutic Recreation Programming Award is given to an organization for innovation and breadth of service in therapeutic recreation program development and recognizes accomplishments and consistently high standards in clinical and community settings. The Kentwood Parks and Recreation Department provides the most comprehensive adaptive recreation programming in Michigan. Kentwood’s [adaptive recreation offerings](#) are designed to encourage health and wellness, socialization and excellent quality of life for all and include adaptive programs such as archery, bowling, water skiing and more.

The Integrated Marketing Campaign Award recognizes an individual or organization that has developed an outstanding campaign using a variety of coordinated mediums to effectively deliver a message to key audiences. In January 2022, the City of Kentwood launched a seven-month campaign to educate residents on the park millage proposal set to appear on the August ballot. The campaign included web pages, social media, digital media, printed materials, direct mailings and more to show voters all the benefits of a permanent parks millage. The millage passed with 63% of voters in favor.

“The City of Kentwood has an exceptional recreation presence in Michigan, and it’s truly an honor to have that work recognized at the state level,” Mayor Stephen Kepley said. “We’re

eager to keep serving our residents and the West Michigan community and to continue improving our parks, trails, and programming so these amenities can be enjoyed for generations to come.”

More information about the Michigan Recreation & Park Association can be found at mparks.org. To learn more about Kentwood’s Parks and Recreation department, visit kentwood.us/parks.

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