



CONTACT INFORMATION:

Colleen Fitzpatrick, *Executive Director, Rotary Centre for the Arts*

Email: director@rotarycentreforthearts.com

For Immediate Release -

Rotary Centre for the Arts Top 3 Finalist for a 2024 BC Tourism Industry Award

(Kelowna, BC) - The Rotary Centre for the Arts (RCA) is thrilled to announce it has been selected as a Top 3 Finalist for a 2024 BC Tourism Industry Award in the Remarkable Experience category. The 2024 BC Tourism Industry Awards will be presented at the Awards Gala evening during the 2024 BC Tourism Industry Conference on Thursday, March 7, 2024, at the Victoria Conference Centre, Victoria, BC.

The 2024 BC Tourism Industry Awards are presented by TIABC and sponsoring partners to recognize and celebrate the excellence, leadership, and innovation in British Columbia's tourism industry. These Awards demonstrate a standard of excellence in the industry, showcasing the province's best products, services, experiences, and people. The nomination recognizes the RCA for its presentation of the Indigenous Resilience Festival held in March 2023, reflecting the organization's commitment to delivering exceptional tourism experiences and supporting art and artists.

Colleen Fitzpatrick, RCA's Executive Director, expressed gratitude for the nomination, stating, "Being selected as a Top 3 Finalist for the BC Tourism Awards is a testament to the dedication and passion of our team in creating and executing remarkable arts and cultural experiences in Kelowna. We are thrilled to be recognized for our efforts and are grateful for the opportunity to showcase the cultural richness and uniqueness of our destination."

The Remarkable Experience award category recognizes an individual, or organization that developed, delivered, promoted, and sold a new or improved tourism product or experience in 2023 that reflects the British Columbia tourism brand and contributes to a remarkable visitor experience that exceeds expectations. The event was held in March, a shoulder season in the Okanagan for tourism, adding to tourism experiences offered outside of peak season.

The Indigenous Resilience Festival featured 45 Indigenous showcases and 72 artist presenters, delivering powerful stories through storytelling, drumming, song, and dance. The event uniquely addressed the impact of the COVID-19 pandemic on Indigenous communities, providing a space for exploration, traditional sharing, and celebration. It prioritized inclusivity, removing participation barriers, and attracting a diverse audience. Local Indigenous businesses played a vital role in providing services, contributing to the event's success.

The festival was presented with support from Canadian Heritage through the Commemorate Canada Reopening Fund - Cultural Resiliency Recovery Grant. Strategically, the initiative fostered pride and belonging among Indigenous and non-Indigenous Canadians, providing opportunities for commemorative activities related to emerging from the COVID-19 pandemic. It significantly contributed to the economy by supporting Indigenous businesses and strengthening the local economy through travel arrangements and collaboration with community partners.

To learn more about the Indigenous Resilience Festival, visit:
<https://rotarycentreforthearts.com/news/post/84/irf-recap/>

About the Rotary Centre for the Arts

Located in the heart of Kelowna's Cultural District, the [Rotary Centre for the Arts](#) is a multidisciplinary visual and performing arts centre. The RCA improves the economic, cultural, and social quality of life in the community by fostering participation in, and appreciation of the arts. The RCA brings together individuals of all ages and backgrounds to share in the excitement of strengthening art and culture in the Okanagan celebrating creative expression through diverse art forms and disciplines. The Rotary Centre for the Arts respectfully acknowledges that it is located on the unceded, traditional territory of the Syilx/Okanagan People.

-30-