

NEWS RELEASE

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Nanaimo Recreation Coordinators promote health & wellness online

Recreation Coordinators understand the importance of staying connected while staying home and are coming up with fun, online campaigns to promote the social and emotional well being of Nanaimo residents during this difficult time.

Wellness Bingo was the first online activity launched on the @nanaimoparksandrec Instagram page. Residents are encouraged to complete the activities and submit the completed Bingo card for the chance to win prizes. Community feedback such as "Excellent tips for a healthy lifestyle and altering moods for people." and "This is awesome, Thank You!" encouraged coordinators to continue generating online ideas.

At the same time, Recreation Coordinators started the #isolationrecreation campaign where each day they take turns posting a photo and activity idea on how to incorporate recreation while practicing physical distancing and/or isolation. Ideas such as reading, solo trail running, slime making and gardening have been suggested. These posts not only highlight various activities, they also provide insight to the healthy lifestyles led by recreation staff. You can view all the #isolationrecreation posts in the Isolation Ideas Highlights, found under the @nanaimoparksandrec Instagram profile.

A scavenger hunt campaign is directed towards younger families to keep kids active and adventurous. Both an indoor and a backyard scavenger hunt is available asking followers to use the hashtag #ilovemyparksandrec to share their finds. Online comments such as "trying this tomorrow" and "this is great, Thank you!" shows that families are appreciating the ideas and picking up their buckets and baskets to start their hunt!

Lynn Wark, Director of Parks, Recreation & Culture said "The Instagram platform is enabling the Parks, Recreation & Culture team to connect and continue promoting health and wellness while trying to flatten the curve".

The newest online activity is the #harbourcityphotochallenge where coordinators are posting previously taken images of beautiful Nanaimo parks and asking residents to "guess where this was taken". Those who guess are entered to win. Many more activities will appear soon on @nanaimoparksandrec Instagram, including Easter activities, a creative craft series, a fitness series, chalk art, dance moves and more, so stay tuned!

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