



**For Immediate Release**

Contact: Victoria Y. Reyna, Acting Community Affairs Supervisor 11201 Harrel Street  
(951) 727-3524 Jurupa Valley, CA 91752

**JURUPA COMMUNITY SERVICES DISTRICT RECEIVES TWO  
AWARD OF EXCELLENCE  
FROM THE CALIFORNIA PARK & RECREATION SOCIETY FOR THE  
MARKETING AND COMMUNICATIONS CATEGORY**

*Eastvale, CA* (March 22, 2021) Congratulations to Jurupa Community Services District, Parks & Recreation Department for their two Award of Excellence from the California Park & Recreation Society for its **JCSD's Friday Flicks & Food Trucks Marketing Campaign** and **Summer Eastvale Edition – “Rising Together, A New Dawn of Recreation” Brochure Cover** in the category of Marketing & Communications!

The CPRS 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.

According to Steve Lawson, Director of Parks and Recreation, “The CPRS awards program is the highest recognition our agency can receive, and our award is a credit to the creative and innovative team whose commitment to the Eastvale community is what made this happen. We are honored to receive this award on behalf of our residents.”

CPRS Executive Director Stephanie Stephens states, “These agencies represent the finest in initiatives addressing community issues, recreation programming, park planning, facility design, and marketing and communications in California. Park and recreation agencies throughout the state provide families, individuals, and groups access to the serenity and inspiration of nature; spaces and places for play and exercise; opportunities for directed and self-directed recreation; positive alternatives for youth to reduce crime and mischief; and activities that facilitate social connections, human development, therapy, the arts, and lifelong learning. CPRS and our award sponsors, RJM Design Group, Inc., Little Tikes Commercial and SVA Architects, are proud to recognize excellence in park and facility design, community initiatives, recreation programs, and marketing and communications.”

The California Park & Recreation Society presented awards in 5 categories:

- Creating Community Award of Excellence
- Excellence in Design – Park Planning
- Excellence in Design – Facility Design
- Marketing & Communications Award of Excellence
- Professional & Service Awards

CPRS is a membership organization with just over 4,000 members representing the 535 local parks and recreation agencies throughout the state. The mission of CPRS is to advance the profession and its members through education, networking, resources, and advocacy. Learn more at [www.cprs.org](http://www.cprs.org).

For more information, please visit our website at [www.jcsd.us](http://www.jcsd.us) or email Victoria Reyna at [vreyna@jcsd.us](mailto:vreyna@jcsd.us).

### **About JCSD**

*Founded in 1956, the Jurupa Community Services District is a public governmental agency that provides services and programs to the cities of Jurupa Valley and Eastvale. It is governed by five elected representatives (Board of Directors) from both cities. Serving over 140,000 people in a 40-square-mile area, JCSD provides a variety of community services and programs, including water, sewer, streetlights, frontage landscape maintenance, graffiti abatement, and parks and recreation services.*

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