



PRESS RELEASE

City of Watsonville Parks & Community Services Dept. * 231 Union St., Watsonville, CA 95076 *

FOR IMMEDIATE RELEASE


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The City of Watsonville Receives
Award of Excellence
From the California Park and Recreation Society
For Callaghan Park

The City of Watsonville Parks and Community Services Department received the 2010 Award of Achievement from the California Park & Recreation Society (CPRS) for its renovation of Callaghan Park and will be recognized in the category of Park Planning – Neighborhood for Callaghan Park in the population category of 50,001 – 100,000 at the 2011 California and Pacific Southwest Recreation and Park Training Conference, held in Sacramento, California, March 8-11, 2011.

The Department strives to provide a system of well-designed parks and facilities that contribute to the vitality of the community and promote health, well-being and enjoyment for all residents. Callaghan Park was established in 1914 with just a toddler playground area and upgraded in the early 1980's and then again in 1989 when a school age playground was established. The park was in need of improvements.

Callaghan Park has been enhanced to improve accessibility to playground equipment, overall access to the park, and now showcases state-of-the art amenities for all ages to enjoy. While only a 2.64 acre park, Callaghan Park functions as vital gathering place for the neighborhood as well as for residents city-wide. Residents can



enjoy a game of tennis or basketball, get fit using the new HealthBeat workout stations, eat lunch at the new picnic area and children can explore the new nautical themed play equipment.

According to Ana Espinoza, Parks and Community Services Director, the CPRS award program is one of the highest statewide recognitions our agency can receive and our department's award is a credit to the staff, our partners, SSA Landscape Architects, Inc. and the volunteers that made this happen.

CPRS Executive Director Jane H. Adams states, "The City of Watsonville Parks and Community Services Department was selected to receive this prestigious award due to its commitment to setting new directions by addressing a community issue. " In addition to addressing the community wide issue, the Parks and Community Services Department identified clear and measurable outcomes and the Parks and Community Services Department played a leading role in bringing together multiple community resources to address this challenge. CPRS and the award sponsors, Hunter, Little Tikes Commercial Play Systems, and RJM Design Group, Inc., are proud to recognize the City of Watsonville for its efforts in revitalizing an important neighborhood park whereby the effectively incorporated residents' ideas in the design of the park and addressed safety concerns all of which contribute to crime reduction and increased utilization of the park by the community.

The California Park & Recreation Society Awards Committee presented awards in six categories:

- Recreation and Community Services
- Agency Showcase (for marketing materials and campaigns)
- Professional and Service
- Facility Design
- Park Planning
- Maintenance Management Operations

CPRS is a membership organization with approximately 4,000 members representing the 525 local parks and recreation agencies throughout the state. The mission of CPRS is to provide the leadership and resources to promote the role of parks and recreation in creating community through people, parks and programs.

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The City of Watsonville Parks and Community Services Department creates community through people, parks and program. We strengthen community image and sense of place, support economic development, strengthen safety and security, promote health and wellness, foster human development, increase cultural unity, protect environmental resources, facilitate community problem-solving and provide recreation experiences.

“We create community through people, parks, and programs”

