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Hayward Area Recreation and Park District **FOR IMMEDIATE RELEASE**

H.A.R.D. WINNER OF MULTIPLE SHOWCASE AWARDS FROM THE CALIFORNIA PARKS AND RECREATION SOCIETY

*Website Redesign, “How H.A.R.D. is Your Day?” Video and the Initiative in Action Junior
Camp Counselor Program Recognized*

Hayward, CA (March 31, 2015) – The Hayward Area Recreation and Park District (H.A.R.D.) is pleased to announce that it has recently received multiple 2014 awards from the California Parks and Recreation Society (CPRS) and the local CPRS District 3 for its Website Redesign, “How H.A.R.D. is Your Day Video?” and the Initiative in Action Junior Camp Counselor Program.

The Website Redesign and the video, which is located on the home page of the website, each received the 2014 Award of Excellence from the California Parks and Recreation Society in the Marketing and Communications Category.

The CPRS District 3 Outstanding Operation Management Award was given for the website redesign and the video while the camp program received the Outstanding Recreation Program Award.

The District, along with the Board Members and staff, is honored to be recognized for its hard work and vision in order to better serve the District’s diverse communities. General Manager John Gouveia, who created the Social Media Committee that lead the efforts in the website redesign and video, stated that “It was time to take the District in a new direction by providing the community with a website that was engaging and a video that shared all the great things that the District has to offer from our classes to our unique facilities and venues.”

Board of Directors President Paul Hodges stated that “It’s an enormous achievement for the District and the staff be acknowledged by their peers not only on a local level but on a state level as well for these great accomplishments.”

Website Redesign

The website was antiquated and needed a facelift! With the support and hard work of the Board of Directors, staff, and all facets of the community, a redesign of the website was launched. The redesign accomplished all of the goals in serving the community by being bold, colorful, innovative, cutting edge, user-friendly and more importantly sharing all that parks and recreation has to offer!

Video

Technology was at the forefront of celebrating the Hayward Area Recreation & Park District's 70 years of service and enrichment to the community. With the 70th year approaching, a campaign was launched to honor history and embrace the future with a new look! A key element of the campaign included creating a dynamic video showcasing all that H.A.R.D. has to offer from sun-up to sun-down encouraging the community to "Enjoy life with H.A.R.D.!"

Junior Camp Counselor

The Junior Counselor Initiative in Action Program is part of the East Avenue Camps leadership development program that builds upon leadership development and encourages Junior Counselors to take the initiative to go above and beyond the set expectations and responsibilities. Junior Counselors are selected by Camp Staff for this recognition which serves as indicators of current and future leadership – key qualities that are valued when selecting future camp staff. For information about the Initiative in Action Camp Counselor Program, please contact Recreation Supervisor Jennifer Koney at (510) 881-6723 or konj@haywardrec.org

We invite the community to visit the award winning website and view all there is to do in a H.A.R.D. day by exploring, playing and learning at www.haywardrec.org

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Creating Community through People, Parks and Programs since 1944