

City gives back in annual fundraiser campaign

(Penticton, BC – December 18, 2019) – The City of Penticton’s Recreation Department has raised funds through its annual Jeans Day/Spirit family campaign to give back to a family in the community during the holiday season.

“This fundraiser has changed over the years in our department, but we have been participating in it for a couple of decades,” says Recreation Business Supervisor, Kelsey Johnson. “We value and welcome everyone who comes to our facilities and enjoy having the opportunity to help a local family in need who may also come into the Community Centre.”

The Recreation Department’s campaign originated as a fundraiser through Children’s Hospital Jeans Day that started in the early 1990s which saw staff paying a loonie every Friday for the year and then donating all the funds raised to the hospital. The Department also always sponsored a “Spirit Family” for Christmas where gifts are purchased and presented to a local family in need.

“The campaign has evolved into a partnering of both campaigns where the funds collected each Friday through the year are given to local causes as the need arises.”

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