

Penticton wins BCRPA Events and Festivals award for Valley First Frost Fest

(Penticton, BC – May 12, 2025) – Penticton's Valley First Frost Fest Winter Carnival has been recognized among the best of the best in B.C.

The BC Recreation and Parks Association (BCRPA) has awarded the City of Penticton the 2025 Events and Festivals Award of Excellence in recognition of its Frost Fest event. The award is one of just six provincial awards presented each year, representing more than 5,200 members across the province.

"We are beyond thrilled to receive this award and deeply grateful to all the partners, sponsors and volunteers who were behind the scenes to make this event possible," says Kelsey Johnson, general manager of Community Services. "Valley First Frost Fest attracted thousands of participants and is fast becoming a destination event, injecting vibrancy into our community and bringing people together during the winter months. We look forward to next year and continuing to create memorable experiences for Penticton."

This award recognizes innovative events in British Columbia that improve individual and community connectedness, support social and physical well-being, and inspire engagement. The BCRPA also noted in its announcement how this year's award exemplifies how governments and organizations can create dynamic events that foster inclusion, wellness and pride in community life.

"The Frost Fest Winter Carnival is a shining example of how events can strengthen community connection and create spaces where everyone feels they belong," said Katie Fenn, BCRPA CEO. "Through innovation, partnerships, and a strong focus on inclusivity, the City of Penticton has created an event that brings lasting benefits to their community."

The Valley First Frost Fest Winter Carnival transformed Penticton into a winter wonderland with a three-day celebration featuring the Hot Air Balloon Glow Up, Frostbite Film Night, Frost Fest Gala, Family Fun Zone, Frosty Toes Polar Bear Swim and the Peach City Rail Jam. The event offered free and low-cost activities for all ages, promoting active living, cultural inclusivity and community spirit during the winter months.

By incorporating Indigenous cultural elements, such as drumming and storytelling, and providing accessible programming for people of all abilities, Frost Fest demonstrated a commitment to inclusivity and Truth and Reconciliation. Partnerships with community groups including Ha Ha Ha Kidzfest, the Penticton Veas and local sponsors ensured the festival's success and sustainability.

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