

FOR IMMEDIATE RELEASE

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Thrifty Foods signs on as title sponsor for new Westshore Skatepark

VICTORIA, BC, January 17th, 2023 – West Shore Parks & Recreation Society (WSPRS) is excited to announce that Thrifty Foods has signed on as title sponsor with naming rights for the new Westshore Skatepark being built on the lower park at WSPR. The title sponsor agreement between WSPRS and Thrifty Foods is for three years with the opportunity for renewal. The new park, scheduled for completion in March 2023, will replace the previous Belmont Skatepark, the only other skatepark in the Westshore that was torn down in 2015 for site redevelopment.

Damian Kowalewich, WSPRS Board Chair said: “The new purpose-built space will promote health, wellness, creativity, and athleticism and be a place that helps complete and round out our recreation complex’s offerings.” He added: “entering into a partnership with Thrifty Foods is fantastic, as their organization shares many of the same community-minded values as the Society.”

“When the old skatepark was dismantled to make way for our new Belmont Thrifty Foods store, we made a commitment to be involved in a future skatepark. Now, several years later, we are proud to see that come to life,” said Mike Evanoff, Store Manager, Belmont Thrifty Foods. “We hope the entire community will enjoy many years of skating and making memories at this new facility.”

“The Thrifty Foods Skatepark will be a world-class skateable/rideable landscape destination that will feature a hybrid conceptual design aimed at being welcoming, inclusive, flexible, exciting, and memorable for all ages and abilities,” said Jimmy Miller, Chair of the Westshore Skatepark Coalition “The Westshore Skatepark Coalition was stoked to pair up with an organization whose community values align with theirs and are excited to solidify the skatepark’s longevity through this likeminded partnership.”

Geoff Welham, Manager of Recreation at WSPR has said that the “Thrifty Foods Skatepark will be more than just a place where youth can skate, scooter and bike; it will be a place where they can have a sense of belonging and connect with their community while being physically active.”

The sponsorship funding will be used to help support and create learn to skate programming for the community and assist with annual operating costs.

<https://www.wspr.ca/discover-our-communities/news-notice/thrifty-foods-signs-title-sponsor-new-westshore-skatepark>

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