



NEWS RELEASE

Abbotsford Tops at Cultural Diversity Awards

Abbotsford, March 10, 2010 – The City of Abbotsford was the top award recipient at the Fraser Valley Cultural Diversity Awards last Friday, announced Mayor George W. Peary on Monday.

The City of Abbotsford won three of the six awards presented at the Fraser Valley Cultural Diversity Awards which were held on Friday March 5, 2010 at the Ramada Plaza & Conference Centre in Abbotsford.

“We are extremely proud of our cultural diversity in Abbotsford,” said Peary. “The City of Abbotsford ranks third across Canada for diversity, next only to the large metropolitan cities of Toronto and Vancouver.”

The City of Abbotsford took top honours in the categories of Diversity Marketing (Communications & Marketing), Diversity Innovation (The Reach Gallery Museum), and Diversity Champion (Rick Lucy, Abbotsford Police Department).

The Fraser Valley Cultural Diversity Awards recognize best practices amongst Fraser Valley businesses and service providers in responding to, and being inclusive of, the diversity in the region. This annual event has been a resounding success with over 400 people attending each year.

“It is vital that we continue to build an inclusive society, one that supports our community through accessible services,” said Peary. “We must all learn to communicate through different cultural norms, values and languages; and to reflect the diversity of the community in all that we do.”

The Fraser Valley Regional Diversity Awards is an annual event organized by the Abbotsford Community Services in partnership with the Fraser Valley Regional Library, Mission Community Services, Chilliwack Community Services and Crosspoint Communications.

-30-

For more information contact:

Katherine Jeffcoatt,
Manager, Corporate Communications & Marketing
Tel: 604-864-5564