



450 Mart Street
Williams Lake, BC
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For Immediate Release
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Family Day Weekend Celebrations to run over two days in Williams Lake

This Family Day weekend, residents are invited to take part in exciting activities including the first ever 'Bring the Fam Rail Jam' in Williams Lake on Sunday, February 20, followed on Monday with snow-themed activities in Kiwanis Park, free swimming and skating at the Cariboo Memorial Recreation Complex, plus an evening fireworks display at the Williams Lake Stampede Grounds to close out the festivities.

The 'Bring the Fam Rail Jam' will take place at the Boitanio Rail Park in downtown Williams Lake on Sunday, February 20 from 10 am to 1 pm. Cariboo Memorial Recreation Complex staff have been busy making final preparations for the competition.

The rail jam will feature three co-ed categories in both skiing and snowboarding including: ages six to 11, ages 12 to 15 and ages 16 and over.

Prizes from local sponsors Red Shred's Bike and Board Shed and Fox Mountain Brewing Co. will be awarded to category winners. There will also be free pizza from Red Tomato Pies, refreshments, music, competition judging and more. Mt. Timothy Ski Patrol will be on site to provide first aid service and to ensure participants' safety.

In 2021, City staff at the Cariboo Memorial Recreation Complex contracted Pemberton-based Arena Snowparks to create seven new features to be installed in the geographic bowl area in Boitanio Park during the winter months as another option to keep residents active during the season, especially during the COVID-19 pandemic.

"When we bought the features last year, hosting an annual winter rail competition was something we were really looking forward to bringing in, so we're excited to be able to offer it," said Kaitlyn Atkinson, Manager of Recreation and Leisure Services. "I'm looking forward to a successful event, and now we're just hoping for more snow."

The seven park features, varying in length and difficulty, have been set up to allow for beginners and experts alike to take part.

"It should be an amazing time for youth and families," Atkinson continued. "Everyone is encouraged to participate, whether by entering the competition or cheering on the participants and enjoying some fresh air."

Free registration is slated to open at 10 am in Boitanio Park, with the first of two runs in each category beginning at 10:45 am.

For BC Family Day on Monday, February 21, the City is thrilled to have increased its celebrations for 2022, thanks in part to an additional \$15,000 contribution from the City of Williams Lake's Pandemic Fund (COVID Safe Restart Grant Funds).

The one-time expansion will focus on activities in Boitano Park, Kiwanis Park and at the Cariboo Memorial Recreation Complex during the day, plus a nighttime celebration with a dance, DJ, hot chocolate and hot dogs served by donation to the Williams Lake Lions Club, plus fireworks at the Williams Lake Stampede Grounds.

“Our hope is the event provides an opportunity for families to come together for a complete afternoon and evening of indoor and outdoor recreational activities,” Atkinson said.

The entire day will be free of charge for all participants and all Provincial Health Office regulations and guidelines will be followed, which means space is limited.

The BC Family Day activities on Monday, February 21 in Williams Lake are as follows:

Kiwanis Park (10 am to 1 pm)

- Snow Painting
- Photo Contest

West Fraser Aquatic Centre (12 to 1:30 pm and 2 to 3:30 pm)

- Free swimming

Cariboo Memorial Recreation Complex Rink (1:15 to 3:15 pm)

- Laser Skate
- Glow Swag
- Concession available
- Skate rentals

Williams Lake Stampede Grounds

- Snow Dance, DJ – 6:30 pm
- Bonfire Lighting – 6:45 pm
- Fireworks – 7:15 pm
- Lions Club Hot Dogs and Hot Chocolate by donation

These activities have been made possible through the Province of British Columbia’s Safe Restart Grant for local governments.

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