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October 4, 2011  
For Immediate Release

## NEWS RELEASE

### Penticton's Vital Signs Report Officially Released Today!

Penticton's first Vital Signs report was released today as part of a national launch event coordinated with 22 other Community Foundations throughout Canada.

The report is an impartial measure of the health of our community on 11 different key issue areas. A survey was conducted online and offline with 661 responses received from local citizens. In addition, an intensive statistical analysis was undertaken to gather the most relevant and current data available.

"This was a huge endeavor," says Kim Lyster, Vital Signs Committee Chair. "The Community Foundation of the South Okanagan started work on this project in early spring and the amount of data we reviewed was immense. Our goal was to produce a report that the community could be proud of and that could be used effectively for planning future projects in Penticton."

"The great thing about Vital Signs," says Aaron McRann, Executive Director, "is that the report is a compilation of public opinion and statistical data. This provides readers with a balanced summary of where we're at as a community, which will allow the Community Foundation, and many other groups in Penticton, to effectively use the results for planning new programs and services."

The report groups the 11 Issue Areas into three broad categories: People, Place and Economy. Groups and individuals reviewing the report will likely focus on a particular category that meets their interests and priorities.

"That's the whole idea of this effort," says Paul McCann, President of the Board. "The Community Foundation is committed to helping build a stronger community. To succeed we need all stakeholders involved, working together and moving in the same direction. Hopefully, Vital Signs can act as a benchmark, a point in time that we can use to push forward and make Penticton an even better place to live."

Penticton's Vital Signs report is available for free to the public in print and online at [www.cfso.net](http://www.cfso.net). A hard copy of the report can be requested via the website or by phone and email.

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