



June is Recreation Month

Overview: Purpose, Goals, History, Impact, and How to Join

Purpose

June is Recreation Month is a province-wide celebration that encourages people to be active, have fun, and connect with their community. It gives communities, municipalities, and recreation groups a shared way to promote local programs, work together, and invite residents to take part in recreation and physical activity close to home.

Goals

The Goals of June is Recreation Month are:

1. Help people understand how recreation supports health, wellbeing, and community connection.
2. Help organizations promote the programs and services they already offer through regional and provincial partnership.
3. Encourage communities, organizations, and municipalities to work together.
4. Support recreation that is welcoming and accessible for people of all ages and backgrounds.
5. Offer easy, ready-to-use tools that save staff time and support shared messaging.
6. Gather stories and information to show the impact of recreation across Nova Scotia.

History

June is Recreation Month is celebrated across Canada and gives communities a chance to show how recreation improves quality of life. In Nova Scotia, municipal recreation departments and non-profit community groups have taken part in different ways over the years. In 2025, there was a renewed focus on working together through a shared regional and provincial approach.

The Valley Recreation pilot in 2025 showed that using shared branding, planning together, and promoting activities as a group works well. This pilot helped create a simple, ready-to-use model that can now be used across the province.

Explore.
Play.
Discover.

Impact

This shared approach aims to:

- Encourage more people to take part in recreation activities.
- Build stronger connections between municipalities and partners.
- Make it easier for residents to find recreation information through shared messaging.
- Save staff time by providing ready-made tools and templates.
- Show how recreation supports community health and wellbeing.

The Valley Recreation pilot showed strong participation from residents and partners, raised awareness of regional recreation opportunities, and received positive feedback from municipal staff and partner organizations. The tracking and reporting tools created through the pilot will help improve and strengthen the program in future years.

How to Join Provincially

Municipal recreation departments, non-profit organizations and community groups across Nova Scotia can take part in June is Recreation Month through a simple process:

- Confirm your participation by contacting Bekah Craik (bcraik@kentville.ca) or Kimberly Halliday (kimberly.halliday@novascotia.ca).
- You will receive access to the June is Recreation Month Toolkit, which includes:
 - Marketing templates
 - Sample program ideas
 - Weekly activity themes
 - Tips for building partnerships
 - Optional use of the Wellnify App
- Customize the templates with your local programs, events, or activities using easy, plug-and-play tools.
- Use simple tracking tools to collect participation numbers, stories, and information about who is being reached.
- Take part in a shared provincial showcase that highlights the impact of recreation across Nova Scotia.

Participation is flexible. Organizations can host one event, plan activities for the whole month, or simply use the shared promotional materials to support what they already offer. The goal is to make participation easy, useful, and manageable for all communities.

Examples from the Valley Recreation Pilot (2025)

Below are examples of ideas that were tested and can be used across the province:

- A Recreation Passport that encourages people to visit parks, trails, and activities in different communities.
- Shared social media posts and graphics with weekly themes.
- Local programs such as outdoor play days, fitness in the park, guided walks, and inclusive “try-it” activities.
- Activities connected to special days like World Bicycle Day, World Environment Day, International Day of Play, National Indigenous Peoples Day, and the Summer Solstice.
- Working together with libraries, community health partners, and non-profit organizations.
- Simple tools to track attendance, volunteer involvement, and community stories.
- A shared marketing approach, such as a regional Facebook page, to save staff time and keep messaging consistent.