CITY OF MALIBU
Official Press Release

April 21, 2026

City of Malibu Community Services Department Wins Statewide Award for Social Media Video Series

(Malibu, CA) — April 21, 2026 - The City of Malibu Community Services Department (CSD) has received a prestigious “Best of the Best” Marketing & Communications Award from the California Park & Recreation Society (CPRS) for its social media video series highlighting the City’s excellent parks, facilities, and programs that serve Malibu residents.

The award recognizes the City’s innovative “Assorted Sounds of Malibu Recreation” (ASMR) social media series, which creatively blends calming, sensory-driven audio with visually striking footage of Malibu’s parks, facilities, and programs.

The campaign successfully tapped into ASMR, a popular digital trend, while promoting the City’s offerings in a fresh and engaging way, helping expand outreach and connect with a broader audience, particularly younger residents.

The ASMR series features high-quality recordings of local parks, facilities, and recreation programs, including the soothing sounds of brewing coffee at the Malibu Senior Center, the soft gurgling of water at the Malibu Community Pool, and the sounds of birds at Charmlee Wilderness Park.

This innovative project directly supports the California Department of Parks and Recreation’s California Action Plan and the CPRS’s “Parks Make Life Better!” goals by promoting mental, emotional, and physical health, strengthening community identity, and sustaining Malibu’s natural and cultural resources.

CPRS, a leading organization that supports parks and recreation professionals through advocacy, education, and statewide recognitions of excellence, noted that the series stands out for its immersive storytelling. CPRS noted that the videos transform everyday moments into memorable experiences, demonstrating how creative, trend-aware content can strengthen community connection and elevate public engagement.

The award will be formally presented by a CPRS state representative at the Malibu City Council meeting on Monday, April 27 at City Hall. Community members are invited to attend in person or watch the meeting live or on-demand on the City’s YouTube channel: **https://www.youtube.com/@CityofMalibu/streams**.

Mayor Bruce Silverstein praised the achievement, stating: “The Community Services Department continues to set a high standard for innovation and public engagement. This award reflects the incredible creativity, passion, and dedication of our staff, who consistently find new ways to connect with our community and showcase the outstanding programs that the City provides that enrich life in Malibu.”

The ASMR video series can be viewed on the Community Services Department’s social media channels:

- **Facebook.com/MalibuCommunityServices**
- **Instagram.com/MalibuCommunityServices**
- **X.com/MalibuCSD**

Malibu's Community Services Department offers a wide range of enriching programs for residents of all ages, including community events, youth and adult sports leagues, cultural programming, wellness, and educational classes. This recognition highlights not only the success of a single campaign, but also the department's ongoing commitment to enhancing quality of life and fostering a vibrant, connected Malibu community.

For information about the award, visit:
https://www.cprs.org/about/bestofthebestawards/2025bestofthebestawards.

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