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Kitimat Launches New National Workforce & Resident Attraction Campaign

November 20, 2025 - Kitimat, B.C. — The District of Kitimat (the District) and Kitimat Chamber of Commerce (the Chamber) have launched a new, cross-Canada workforce and resident attraction advertising campaign.

“Kitimat, BC: It’s Not For Everyone...” is an invitation for Canadians to take a closer look at one of northern British Columbia’s most dynamic and opportunity-rich communities.

Rather than painting a rose-tinted picture like so many traditional advertising campaigns, this campaign adopts a playfully honest tone, celebrating Kitimat’s distinct character, resilient people, and unmatched potential for those who value space to breathe, grow, and belong.

This campaign celebrates what makes Kitimat distinct: its pace, its people, its place.

“We wanted to tell an authentic story about Kitimat and prove through humour that we’re a fun and enjoyable place to live,” said **Phil Germuth, Mayor of Kitimat**.

“Kitimat is a place where people build things — careers, families, futures. It takes a certain kind of person, who doesn’t take things too seriously, to thrive here and that’s exactly the point. This community rewards those who are willing to embrace opportunity and challenge in equal measure.”

The campaign is anchored by a [short film](#) that highlights the community’s characters, quirks, and heart, while acknowledging, with humour and candor, that Kitimat’s rugged setting and climate may not appeal to everyone.

In addition to the video, over the next few months Canadians can expect to see a range of eye-catching ads that accompany the campaign. Showcasing a range of

unhinged (and *quite possibly* fictional) Kitimat-centric products, the [Kitimart™](#) is where you can find **DRIZZLY FLAKES™ Cereal**, **SALMONADE™ Sparkling Beverage**, and other enticing Kitimat delicacies, inspired by the people and lifestyle of this bold, welcoming community at the beginning (or end) of the road.

“This campaign reflects Kitimat’s confidence,” added **Laurel D’Andrea, Executive Director of Kitimat Chamber of Commerce**. “We are not trying to be all things to all people. Instead, we are inviting those who share our values — who appreciate hard work, natural beauty, and a sense of humour — to consider Kitimat as their next chapter — a place with a uniquely strong, vibrant and involved community.”

Developed in partnership with agency Munro/Thompson, “*Kitimat, BC: It’s Not For Everyone...*” is part of a broader initiative to **attract new residents, investment and skilled talent to the region**. The campaign aligns with the District and Chamber’s ongoing efforts to showcase Kitimat as a place of innovation, growth, and genuine community spirit. Funding for this project is through the Government of BC’s Rural Economic Diversification and Infrastructure Program (REDIP) and Northern Development Initiative Trust’s Northern Healthy Communities Fund.

Kitimat isn't for everyone...but for the right people, Kitimat says: “Welcome Home!”

The video is available now at kitimatbound.ca/welcome-home and on the Kitimat Bound [Facebook](#), [Instagram](#) and [YouTube](#) channels.

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