



FOR IMMEDIATE RELEASE

Kitimat Unveils Final Campaign of its National Resident Attraction Initiative

April 29, 2026 - Kitimat, B.C. — The District of Kitimat and Kitimat Chamber of Commerce have launched the final chapter of the Kitimat Bound initiative, a new *Welcome Home* campaign. Building on the momentum of the earlier *Kitimat, B.C.: It's Not For Everyone...* campaign, this next phase shifts the focus from what makes Kitimat different to the many reasons locals are proud to call it home.

Welcome Home celebrates the people who have chosen Kitimat, including both newcomers and those who have returned, and the roles they play in shaping the community. As neighbours, coworkers, volunteers, and friends, each contributes to a strong, resilient, and deeply connected place to call home.

The campaign is anchored by a new collection of videos that features stories from real people who have chosen to build a life in Kitimat: Brodie, Krysta, and Adam. Residents whose experiences reflect different pathways to building a life in Kitimat. Through their stories, the campaign focuses on themes of community connection, career opportunities, and quality of life.

With this new campaign, Kitimat continues to take a confident and authentic approach to business and resident attraction. The earlier *It's Not For Everyone...* campaign introduced audiences across Canada to the community's humour, character, and unapologetic individuality. *Welcome Home* builds on that foundation, showing that for those who do choose Kitimat, the reward is something deeper: connection, a sense of purpose, and a true sense of community.

In addition to the videos, Canadians can expect a range of digital and social content that highlights the voices and experiences of Kitimat residents, sharing stories that reflect a community where newcomers are welcomed, supported, and embraced.



The Kitimat Bound business and resident attraction initiative was started in 2020 by the District of Kitimat and the Kitimat Chamber of Commerce. This three-year project (2023-2026) was funded by the Government of BC's Rural Economic Diversification and Infrastructure Program (REDIP), and Northern Development Initiative Trust's Northern Healthy Communities Fund.

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

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Media Contact:

Cameron Orr

Business & Communications Manager

District of Kitimat

Phone: 250.632.8900 ext. 2254

Cell: 250-279-2625

Cameron.Orr@kitimat.ca