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Kitimat Resident Attraction Campaign Wins Marketing Innovation Award

May 14, 2026 — Kitimat, BC —The *Kitimat, BC: It's Not for Everyone* campaign is now award winning. The District of Kitimat, the Kitimat Chamber of Commerce, and collaborating agency Munro/Thompson are celebrating after the campaign received an Economic Development and Marketing Innovation Award from BC Economic Development Association (BCEDA) this week.

The campaign, launched in November 2025, is a piece of the wider Kitimat Bound initiative to attract prospective new residents and workers to Kitimat. Rather than painting a rose-tinted picture like so many traditional advertising campaigns, this campaign adopted a playfully honest tone, celebrating Kitimat's distinct character, resilient people, and unmatched potential for those who value space to breathe, grow, and belong.

The campaign is anchored by a [humorously framed video feature](#) of a local Kitimat resident, and is supported with eye-catching advertisements showcasing some unique, unhinged, and admittedly fictional, products inspired by the local Kitimat experience.

The campaign generated more than two million digital impressions reaching people all across Canada. Since the Kitimat Bound project launched in 2023, Kitimat has received hundreds of leads from people considering a move to Kitimat, and at least 25 confirmed new residents who now call Kitimat home.

The BC Economic Development Association's annual awards recognize impactful economic development initiatives from communities and organizations across British Columbia, and were awarded at its annual conference in Penticton this week. The Marketing Innovation Award highlights campaigns that use creative communications and branding strategies to support goals such as resident attraction, investment attraction, workforce development, and community awareness.

For More Information:

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