



## **Helijet honoured to contribute to the “Snuneymuxw Strong” Mini-Pitch Initiative - utilizing sports for reconciliation**

**September 30<sup>th</sup>, 2023 – Nanaimo, BC** – In an expansion of its long-term partnership with [Hope and Health](#), [Helijet](#) is honoured to contribute to the “Snuneymuxw Strong” Mini-Pitch recently installed within the community.

With a longstanding history of supporting Hope and Health’s sport for social impact efforts, and with its Nanaimo terminal located on the unceded ancestral territory of the Snuneymuxw Nation, Helijet is very excited and honoured to have this opportunity to contribute to the “Be the Change” Mini-Pitch initiative as the fourth core contributing partner alongside the Vancouver Whitecaps, Kw’umut Lelum and Scotiabank.

The [Snuneymuxw](#) are a vibrant First Nation of the Coast Salish People, residing in the centre of Coast Salish territory on the eastern coast of Vancouver Island, with villages on the Fraser River and waterways in the Gulf Islands. Snuneymuxw territory encompasses one of the most productive and resource rich areas at the heart of the Salish Sea.

Since time immemorial, the Snuneymuxw People have resided in Snuneymuxw Territory as the first peoples, sustaining their lands, resources, culture and spiritual way of life.

“This Mini-Pitch will be an inspiring space to engage youth in the beautiful game,” said Mike Wyse, Snuneymuxw Chief. “This will accelerate their development with the quality coaching and programming wrapped around the pitch. This supports our community wellness vision for our youth.”

By 2026, the “Be the Change” Mini-Pitch Initiative will see 13 mini pitches across communities providing innovative, high quality and inspiring play environments to continue to engage Indigenous youth (and all ages) in the beautiful game and to develop soccer technical skills, along with activating a “5V5 Champions” League across nations. The pitches are being built in partnership with [Musco Mini-Pitch System™ modular sports solution](#), with the site prep supported by Binnie and Knox Contracting.

“Partnering with Hope and Health to support the “Snuneymuxw Strong” Mini-Pitch, and other initiatives, is one way for Helijet to literally “Be the Change” while working within the communities we serve on a grass-roots level,” says Helijet’s Director of Marketing, Jay Minter. “We look forward to continuing our work and learning alongside the Hope and Health team.”

(more)

“Helijet has been an incredible partner providing the most time efficient and scenic transport of our people, kit and equipment back and forth over the Salish Sea and by contributing to and amplifying Hope and Health’s sport for social impact efforts,” stated Hope and Health CEO Deana Gill, “The Mini-Pitch contribution is an excellent example of the many ways Helijet acts on their commitment to making a difference on the ground – pun intended! We are extremely grateful for their support to help us make the Snuneymuxw Mini-Pitch happen.”

### **About Hope and Health**

The Hope and Health movement utilizes the beautiful game of soccer and mentorship to inspire hope, as well as improve the physical, mental, emotional, and spiritual health and life conditions for Indigenous children and youth. Our team is committed to come together as one heart, one mind to maximize sport as a tool for reconciliACTION and social impact in relation to the [Canadian Truth and Reconciliation Commission’s Calls To Action](#), specific to Sports and Reconciliation (87-91) and beyond given the holistic benefits. Our vision is for Indigenous children and youth to carry themselves with pride and confidence, achieve their highest potential and dream big. Learn more here: <https://www.hopeandhealth.org>

### **About Helijet**

Helijet International is a privately held Canadian-owned company based at the Vancouver International Airport, British Columbia, Canada, and is recognized as North America’s largest helicopter airline, carrying well over 2.4 million guests in the past 35 years. In addition to its scheduled helicopter services, Helijet is the Province of British Columbia's longest-standing and largest air service provider of dedicated medically equipped helicopters.

Helijet provides exclusive-use helicopter and fixed-wing services to world-renowned sport fishing resorts, public service and energy companies throughout the west coast of British Columbia and North America. Helijet's wholly owned subsidiary, Pacific Heliport Services, Ltd., is Canada's largest privately managed Heliport operator, overseeing the downtown Vancouver, Victoria and Nanaimo's Transport Canada-certified heliports. Helijet has been recognized by communities and aviation associations alike as a socially responsible and forward-thinking air operator that deeply engages with the communities it serves.

Helijet is committed to introducing and integrating zero-emission vertical lift technologies into the communities that it serves; in conjunction with transforming its current Heliport infrastructure to meet future urban air mobility Vertiport standards.

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