



British Columbia Association of Broadcasters



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BCAB NAMES HUMANITARIAN RECIPIENTS FOR 2026

InspireHealth Supportive Cancer Care

Lifesaving Society – British Columbia & Yukon Branch

and

Skills Canada British Columbia

Named as Joint Beneficiaries

Feb 17, 2026 | The British Columbia Association of Broadcasters (BCAB) is pleased to announce that the 2026 Humanitarian Award will be presented and shared by InspireHealth Supportive Cancer Care, the Lifesaving Society – British Columbia & Yukon Branch and Skills Canada British Columbia.

For over 45 years, the BCAB has presented over 40 worthy non-profit and charitable organizations with an advertising campaign valued more than two-million dollars to help build their brand and awareness.

“BCAB member broadcasters are pleased to support the three worthy organizations with the 2026 Humanitarian Award. This campaign will provide tremendous value to the non-profits and a significant message to the people of British Columbia.” states BCAB President Kevin Gemmell. *“Starting in March 2026 and lasting a full 12 months, the message of our recipients will be seen and heard via all member stations.”*

InspireHealth Supportive Cancer Care:



“InspireHealth Supportive Cancer Care is honoured to receive this award, recognizing the vital role our organization plays in supporting British Columbians affected by cancer.” said Loveena Chera, InspireHealth CEO. *“InspireHealth provides comprehensive programs that improve the health, well-being, and quality of life of cancer patients and their loved ones. This award will help raise awareness of our services so more people across the province can access the life-changing support they need.”*

InspireHealth Supportive Cancer Care is the only community organization in B.C. that provides free comprehensive support for patients with any type and stage of cancer, right from diagnosis, through treatment and beyond.

For more information about InspireHealth Supportive Cancer Care, visit: inspirehealth.ca

Lifesaving Society – British Columbia & Yukon Branch:

*“We are honoured to be a joint recipient of the **2026 BCAB Humanitarian Award**. Drowning remains one of Canada’s leading causes of unintentional death. Every year, more than 450 people fatally drown, yet drowning is preventable.”* States **Lenea Grace, Executive Director, Lifesaving Society BC & Yukon Branch**. *“This campaign gives us a powerful opportunity to extend our reach across British Columbia when drowning risk is highest and deliver life-saving WaterSmart® education to more communities than ever before. By raising awareness, advancing prevention initiatives, and inspiring safer behaviours in, on, and around the water, we can work together toward our vision of a Canada free from drowning and water-related injury.”*

The **Lifesaving Society** is a charitable organization dedicated to preventing drowning and reducing water-related injuries through swim lessons, training programs, WaterSmart® education, aquatic safety services, and Lifesaving Sport. Annually, over 1.5 million Canadians participate in our swimming, lifesaving, lifeguarding, first aid, and leadership programs. Recognized as Canada’s lifeguarding expert and one of the five leading agencies in providing first aid, the **Lifesaving Society** sets the standard for aquatic safety and certifies Canada’s National Lifeguards. Our vision is a Canada free from drowning and water-related injury.



For more information about the Lifesaving Society BC & Yukon Branch, visit: lifesaving.bc.ca

Skills Canada British Columbia:

“When I heard we won this award, I knew it couldn’t have come at a better time. We are here to serve the skilled trades and technology sectors of this province.” States Mike Ford, Director of Competitions and Sponsorship for Skills Canada British Columbia. *“We are the builders, creators, designers, machinists, and innovators. This recognition shines a light on the work we’ve been doing every day, which is turning skills with your hands and your head into skilled futures for our country.”*



Skills Canada BC exists to champion and support the next generation of skilled trades and technology leaders. Through live action competitions that challenge skill excellence, push boundaries and limits, and teach problem-solving under pressure; SCBC creates real-world opportunities for youth to discover pathways that lead to a stronger future for our province and nation.

For more information about the Skills Canada British Columbia, visit: skillscanada.bc.ca

About the BCAB:

The British Columbia Association of Broadcasters (BCAB) represents private television and radio broadcasters, combining their resources to support community initiatives and promote excellence with the industry. From March 2026 through February 2027, BCAB member stations will donate over two million dollars in airtime by broadcasting the Humanitarian Award co-campaigns a minimum of 10 times per week for 52 weeks. Details about the BCAB Humanitarian Award, including application criteria, can be found at bcab.ca/awards/humanitarian.

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