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BCAB NAMES HUMANITARIAN RECIPIENTS FOR 2025

Seniors Services Society of B.C.

and

The Tailgate Toolkit Project (Vancouver Island Construction Association)

Named as Joint Beneficiaries

Dec 19, 2024 | The British Columbia Association of Broadcasters (BCAB) is pleased to announce that the **2025 Humanitarian Award** will be presented and shared by the **Seniors Services Society of B.C.** and **The Tailgate Toolkit Project** administered throughout BC by the **Vancouver Island Construction Association**.

Established in 1980, 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.

“The Annual Humanitarian Award is a tremendous opportunity for a non-profit organization to gain significant exposure for the important work they do at no cost to them.” states BCAB President Kevin Gemmell. *“This campaign will allow BCAB member broadcasters to inform listeners and viewers about the invaluable services of both organizations over a one-year period starting January 1st, 2025.”*

Seniors Services Society of B.C.:

Upon hearing the news of this award, Alison Silgado, CEO for SSSBC stated: *“Many people are simply unaware that homelessness is affecting everyday seniors in BC. This advertising campaign will bring this issue to the forefront and help us expand vital support for vulnerable seniors.”*



The Seniors Services Society of B.C. is passionate about connecting adults who are 60+ with individual supports and housing navigation services to enhance their lives. By taking on this challenge, SSSBC helps 60+ individuals be a part of a community where seniors live with dignity in a safe, comfortable and healthy home.

For more information about the Seniors Services Society of B.C., visit:
www.seniorsservicessociety.ca



British Columbia Association of Broadcasters

Tailgate Toolkit Project | Vancouver Island Construction Association:

“VICA’s commitment to addressing the toxic drug crisis in the construction industry through the Tailgate Toolkit is a shining example of ongoing and impactful participation in betterment activities.” States Amie Kilgour, Director of Operations for The Tailgate Toolkit Project, *“This approach, coupled with strategic visibility and comprehensive evaluation, underscores the project’s significance in creating positive change and fostering a healthier and safer working environment within the construction sector.”*

Men in trades are overrepresented in the number of illicit drug poisoning deaths in British Columbia. In response, **The Tailgate Toolkit Project** aims to educate employers and employees of BC’s construction sector about the resources available to them. The Tailgate Toolkit Project team is comprised of compassionate, trained social workers and educators. With a variety of experiences in the harm reduction field and the construction sector, they’re ready to equip you with the tools to make discussions around substance use, mental health, and pain management; creating a safer, healthier industry.



For more information about the Tailgate Toolkit Project, visit: thetailgatetoolkit.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. In 2025, 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 www.bcab.ca/awards/humanitarian.

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