

PRESS RELEASE — AUGUST 18, 2026

BC Business for the Okanagan Launches to Help Communities Rebuild After Devastating Wildfires

Business-led campaign launches with \$50,000 already committed and partnerships with all three Okanagan community foundations

LANGLEY / OKANAGAN, B.C. — August 18, 2026 — Businesses across British Columbia are being asked to come together for Okanagan communities devastated by one of the most destructive stretches of the 2026 wildfire season.

BC Business for the Okanagan, a new business-led fundraising initiative, launches today with \$50,000 already committed by Inland Truck & Equipment, Kirmac Collision and Auto Glass and Lordco Auto Parts.

The impact across the region has been staggering. The Bradley Creek wildfire may have destroyed as many as 230 homes near Vernon. The Bald Range wildfire forced more than 20,000 people to evacuate, destroyed homes and claimed a life. Thousands more have faced evacuation orders and alerts from fires throughout the Okanagan.

For many families, returning home is only the beginning. Rebuilding lives, businesses and communities will take much longer.

“When you see families leaving with minutes to spare and people returning to find their homes gone, it’s hard to watch from a distance and do nothing,” said Brian Gibson, Founder of Gibson Media Works and organizer of BC Business for the Okanagan. “BC businesses are deeply connected to the communities where we live and work. We have an opportunity to step up for our neighbours when they need us.”

The initiative is being led by Gibson Media Works in partnership with the **Community Foundation of the South Okanagan Similkameen, Central Okanagan Foundation and Community Foundation North Okanagan**, helping ensure funds raised are directed locally to communities across the region.

“The support of BC’s business community will help ensure resources reach people and communities affected by wildfires across the Okanagan,” said Aaron McRann, CEO of the Community Foundation of the South Okanagan Similkameen. “These funds will address immediate needs while supporting the longer-term recovery of residents and community organizations throughout the region.”

The campaign recognizes that businesses across BC are facing economic challenges of their own. Companies can help by making a donation, engaging employees, customers and suppliers, or using their platforms and audiences to amplify the campaign.

“We’re not asking every business to write a big cheque. We’re asking every business to consider what it can do,” Gibson said. “So many Lower Mainland companies have

operations in the Okanagan, customers there, or spend time in the Okanagan with their friends and families. There's a real connection to these communities. If BC businesses come together, we can make a meaningful difference."

"We're incredibly grateful to Inland Truck & Equipment, Kirmac Collision and Auto Glass and Lordco Auto Parts for stepping up as founding donors and kick-starting the campaign. Hopefully, their leadership inspires companies big and small across BC to contribute in whatever way works for them."

Businesses and individuals can learn more, join the campaign and donate at:

BCB4OK.ca

About BC Business for the Okanagan

BC Business for the Okanagan is a business community initiative created by Gibson Media Works to rally companies across British Columbia in support of communities impacted by the 2026 Okanagan wildfires. Funds raised support wildfire response and long-term recovery through the Okanagan's community foundations.

Media Contacts

Brian Gibson

Founder, Gibson Media Works

[604-375-3261](tel:604-375-3261)

brian@gibsonmediaworks.com

Aaron McRann

CEO, Community Foundation of the South Okanagan Similkameen

[250-493-9311](tel:250-493-9311)

info@cfso.net