



Advocacy, Benefits, Connections

FOR IMMEDIATE RELEASE
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Mission: GAME ON! awards three micro-grants to support local watch parties

The Mission Regional Chamber of Commerce, in partnership with Community Futures North Fraser, is pleased to announce the recipients of three \$500 micro-grants through the Mission: GAME ON! initiative.

Following the application process, one \$500 grant has been awarded to Sasquatch Inn, one \$500 grant has been awarded to HUBco Brewing, and one \$500 grant has been awarded to Fitness Lab. Each recipient will use the funding to support match-day watch parties during the 2026 soccer world championship, creating welcoming spaces for residents and visitors to gather, cheer, and enjoy local hospitality. Fitness Lab will host a game screening in its new soccer training facility, adding another unique community venue to the initiative.

Mission: GAME ON! is a community initiative developed by the Mission Regional Chamber of Commerce with support from Community Futures North Fraser. The program is designed to help Mission businesses and organizations benefit from increased regional tourism and local excitement during summer 2026 through practical support, including small micro-grants, a central event hub, and plain-language guidance for compliant event promotion.

By supporting locally hosted watch parties, the initiative helps showcase Mission as a vibrant place to gather while encouraging residents and visitors to support local businesses. The funded events at Sasquatch Inn, HUBco Brewing, and Fitness Lab are expected to add to the community atmosphere during the tournament period and help drive local spending.

“Mission: GAME ON! is about giving local businesses the opportunity to make the most of the global game while creating fun, welcoming experiences close to home,” said Miriam Bozman, CEO of the Mission Chamber. Gwen Schmidt, Executive Director of Community Futures North Fraser said “We are pleased to support Sasquatch Inn, HUBco Brewing, and Fitness Lab as they bring the community together through these events.”

For more information about the Mission: GAME ON! initiative, including program details and resources for participating businesses, visit the Mission Chamber website at www.missionchamber.bc.ca.

The Mission Regional Chamber of Commerce supports local business growth, community connection, and economic development in Mission through advocacy, benefits, and connections.

604 826 6914
34033 Lougheed Highway, Mission BC V2V 5X8
execdir@missionchamber.bc.ca
missionchamber.bc.ca



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Media Contact:

Miriam Bozman, CEO

Mission Regional Chamber of Commerce

604-826-6914

ceo@missionchamber.bc.ca

604 826 6914
34033 Lougheed Highway, Mission BC V2V 5X8
execdir@missionchamber.bc.ca
missionchamber.bc.ca