FOR IMMEDIATE RELEASE

November 26, 2026

Beem Credit Union Makes Landmark Commitment to Student-Athletes - Five-year partnership supports 67 BC School Sports provincial championships across 18 sports

BURNABY, B.C., — BC School Sports (BCSS) and Beem Credit Union are celebrating a milestone for school sport in British Columbia. Beginning immediately and continuing through 2030–2031 academic year, Beem will be the title partner of all 67 BCSS provincial championships. The partnership is the largest in Canadian school sport history and highlights the important role school sports plays in students' lives.

From the start line at cross country provincials in November, through the roaring crowds at Basketball in March, to the finish line at Track and Field in June, Beem's support will reach student-athletes in all 18 BCSS sports. For the schools and communities who host these events, five years of support means they can plan and build on what makes provincials special for students and the communities cheering them on.

As a member-owned credit union, Beem has roots in the communities its members call home. School sport grows out of those same communities. The partnership builds on that tradition of people investing in opportunities for young people close to home.

"When a team earns a coveted spot at provincials, you see what school sport means to a community. Classmates closely follow the results, former players come back to cheer, and student-athletes get to wear their school colours on the biggest stage," said Jordan Abney, Executive Director of BC School Sports. "What I appreciate most about Beem is that they care just as much about the student who needs a pair of cleats as those winning provincial titles. For them to put their support behind every one of our championships is an extraordinary vote of confidence in school sport across BC."

"Our partnership with BC School Sports started with a simple idea: help more young people get the chance to play," said James Thomas, Vice President, Growth Marketing at Beem Credit Union. "Becoming the title partner of every provincial championship is an exciting next step. It gives us the opportunity to support and celebrate student-athletes, schools and communities from across B.C., and to be part of an experience these young people have worked incredibly hard to earn."

As part of this partnership, the BCSS Football Provincial Championships will follow a long standing tradition in football. The championship will be known as the Beem Bowl. The Semi-Final games are on Saturday, November 28 and the inaugural Beem

Bowl Championship Saturday is Saturday, December 5th, with both days being played at BC Place in Vancouver. Tickets available through Ticketmaster.

Beem's investment in school sport began in 2025 with the Beem Equipment Access Program. The program was expanded in 2026 in partnership with Skyline Athletics, to provide more than $20,000 in sport equipment to 10 schools across the province, helping athletic directors put gear in students' hands and keep costs down for families.

As part of this partnership, Beem is also offering a championship travel grant to support a BCSS Member school facing a significant financial barrier to attending a BCSS provincial championship. For a team that has earned its place, that support can make the difference between qualifying and actually competing in a provincial championship.

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About:

BC School Sports

BC School Sports is the provincial governing body for interscholastic sport in British Columbia, supporting a network of 440+ public and independent member schools. Each year, BCSS enables 113,000+ student-athlete registrations across 18 sports and delivers 67 provincial championships, providing student-athletes with meaningful opportunities to compete, belong, and grow through educational athletics.

Beem Credit Union

Beem Credit Union is building a different kind of financial institution—one designed around how people live today. Serving more than 200,000 members, Beem combines the trust and purpose of a credit union with technology, innovation and agility to create simpler, smarter financial experiences. Focused on a future where financial services are more connected, personalized and accessible, Beem helps members take control of their finances with greater confidence, flexibility and choice. Beem Credit Union is one of Canada's largest provincially regulated credit unions with over $18 billion in assets under administration