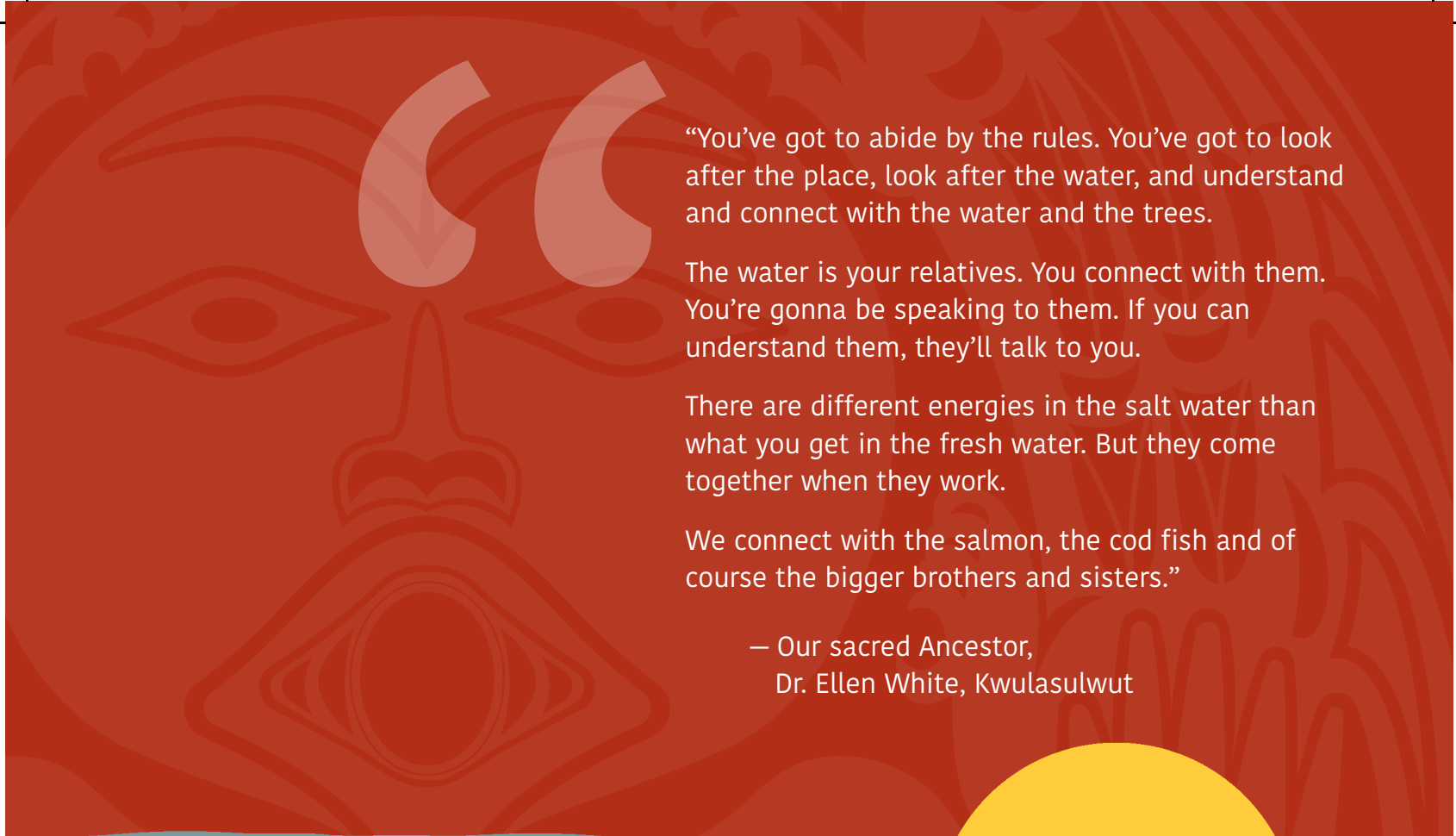




MEDIA KIT

2025





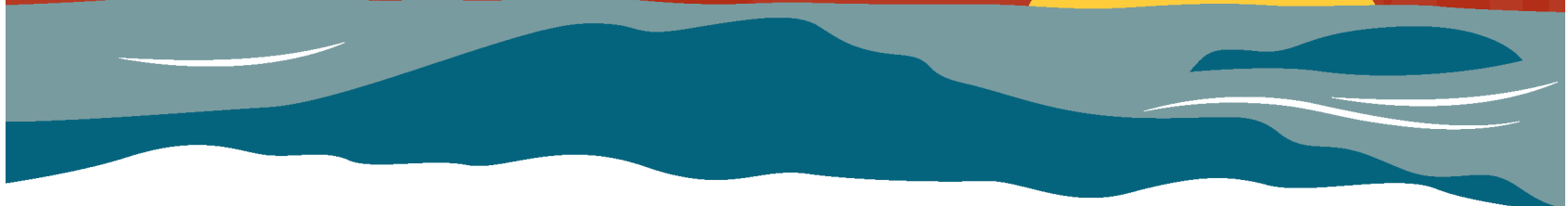
“You’ve got to abide by the rules. You’ve got to look after the place, look after the water, and understand and connect with the water and the trees.

The water is your relatives. You connect with them. You’re gonna be speaking to them. If you can understand them, they’ll talk to you.

There are different energies in the salt water than what you get in the fresh water. But they come together when they work.

We connect with the salmon, the cod fish and of course the bigger brothers and sisters.”

— Our sacred Ancestor,
Dr. Ellen White, Kwulasulwut



“From the beginning of time, our mountain has provided materials for our canoes, food and our medicines. The Ancestors, including my parents and grandparents, have always lived with these sacred resources in a delicate, humble, reciprocal relationship.

The mountain realm is known to be a place of significant spiritual power. In the stillness of the mountain, I found time for quiet reflection and prayers, finding a path to a deeper understanding of self and spirit.

This is one of the rituals that have helped me understand the importance of respect and kindness. This is how I have come to know our lands, and to grow with the spirit of our lands as our teacher.”

— Jerry Brown
Former Chief and Snuneymuxw Elder





Snuneymuxw is a vibrant First Nation of the Coast Salish People, located in the centre of Coast Salish territory on the eastern coast of Vancouver Island, the Gulf Islands, the Fraser River, Burrard Inlet and the Howe Sound. Snuneymuxw territory encompasses one of the most productive and resource-rich areas at the heart of the Salish Sea. On December 23, 1854, the Crown entered the Sarlequun Snuneymuxw Treaty of 1854, constituting solemn promises and obligations to forever and always protect Snuneymuxw villages, enclosed fields and the right to hunt and fish.

CHAMPIONS OF RECLAMATION JUSTICE

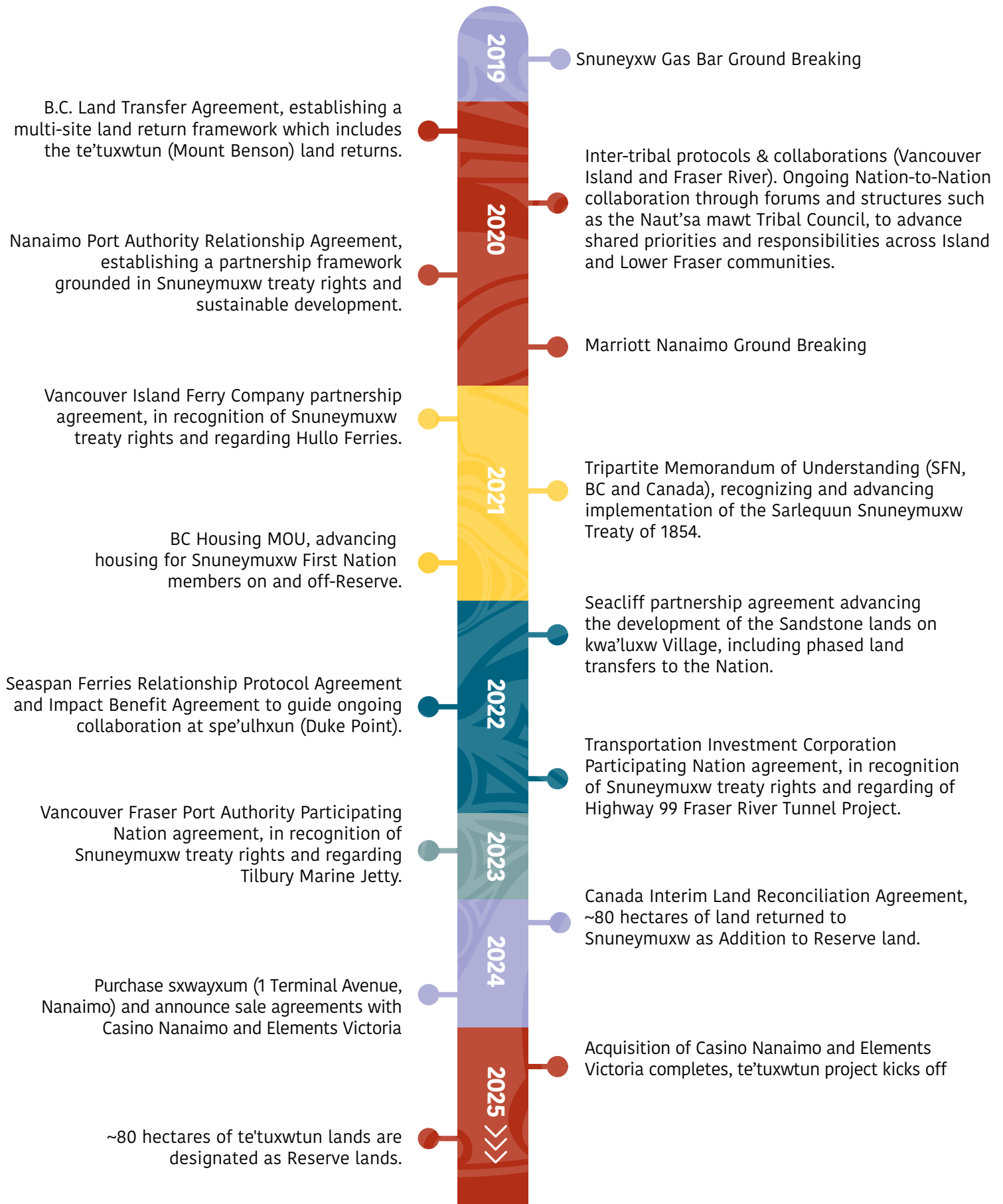
Snuneymuxw continues to be at the forefront of reconciliation justice. From the success of the White and Bob case in the 1960s to the Nation's most recent return of te'tuxwtun reserve lands in 2025, we continue to restore our way of being.

In 2025, almost 80 hectares of federal land in Nanaimo, B.C., were added to our reserve lands. The property, formerly known as Camp Nanaimo, was once the site of the Nanaimo Indian Hospital and was also used by the Department of National Defense. It makes up part of te'tuxwtun [Mount Benson].

With this addition, Snuneymuxw now has the largest urban reserve in the province.



TIMELINE





LAND

Snuneymuxw lands and waters are sacred. They are our first and greatest teacher and healer.

Our territory spans eastern Vancouver Island, the Gulf Islands and parts of the Fraser River.

LANGUAGE

The language of Snuneymuxw is Snuneymuxw hul'q'umi'num', a living language that expresses our worldview and way of life. Our language connects us to the wisdom and knowledge of our ancestors.



MEDIA SPOKESPERSON

Chief Michael Wyse, Xumtilum



Chief Michael Wyse, Xumtilum, is the son of Joe Wyse and the late Chief Viola Wyse. He has served as Snuneymuxw's Chief since 2018. In his time as Chief, he has overseen:

- Municipal, provincial and federal agreements
- Partnerships, including: Nanaimo Port Authority, Hullo ferries, Seacliff Properties, Seaspan Ferries
- The acquisition of: Casino Nanaimo, Elements Victoria, sxwayxum lands (1 Terminal Ave).
- The construction and opening of Marriott Nanaimo, Coast Salish Canna and other SFN-owned businesses.
- The construction and opening of an on-reserve elementary school, youth centre and second SFN daycare.
- The securing of 72+ new on-reserve affordable homes, along with off-reserve supportive and transitional housing.

LOGO





Email:
mail@snuneymuxw.ca

Phone: 250-740-2300
Toll Free: 1-888-636-8789

Write to:
Snuneymuxw First Nation,
668 Centre St., Nanaimo, B.C. V9R 4Z4

www.snuneymuxw.ca