



April 3rd, 2025


To whom it may concern,

My name is Jenae Weir, and I am honoured to say that I will be representing Cowichan Lake as the British Columbia Ambassador Candidate for 2025. The British Columbia Ambassador Program spans across the entire province, fostering leadership, education, volunteerism and connections for the youth of BC. The opportunity to run in this program is extended to any residents of British Columbia between the ages of 17-24 who have previously held a youth ambassador title for their community, such as one of three titles in the Cowichan Lake Ambassador Program.

In the spring of 2022, I decided to run in the Cowichan Lake Ambassador Program where I had the privilege of being sponsored by the Lake Cowichan Kin. During my candidacy, I was able to strengthen my public speaking skills, become more involved in the Cowichan Lake communities, and develop a greater confidence in myself overall. When my time as a candidate came to an end in June, I was awarded the Sponsor Presentation Award, Essay Award, and the Miriam Coghlan Memorial Award, formally known as the Public Speaking Award. Lastly, I had the honour of being crowned the 2022/2023 Cowichan Lake Lady of the Lake and becoming a member of the 2022/2023 Cowichan Lake Ambassador Team. As Lady of the Lake, I had the opportunity to represent my community both locally and provincially as my team and I travelled across BC to meet other ambassadors. This time in my life provided me with incomparable community knowledge and memories, which is ultimately what led me to the decision of running in the British Columbia Ambassador Program.

I am beyond grateful to continue sharing all the Cowichan Lake has to offer as the British Columbia Ambassador program strongly encourages young adults to be involved with their community on both a local and provincial scale. The program nurtures individuals with remarkable poise and communication skills, exemplary confidence, and a desire to continue gaining knowledge. During the candidacy portion of the program, we are evaluated on our public speaking skills, ability to represent our community effectively, understanding of British Columbia both in the past and present, and performance in a personal interview. Additionally, candidates must run their own fundraising and promotional campaign to raise the funds necessary to cover the travel costs and accommodations that are required, as well as the bursaries that are awarded at the end of the candidacy period to the deserving candidates and outgoing British Columbia Ambassador Team.

I am reaching out to local organizations and businesses to help assist me in this campaign. Any donation, whether it be prizes for a silent auction or some form of financial donation, is greatly appreciated. Please feel free to contact me at  or  if you have any further questions. Thank you for taking the time to review this letter and I look forward to hearing from you soon!

Sincerely,

Jenae Weir