

**Becket Launches Official Brand and Announces Newest Hub Location****FOR IMMEDIATE RELEASE**

**St. John's, NL (September 11, 2025)** – Today marks the official launch of Becket, Newfoundland and Labrador's network of Integrated Youth Services (IYS) hubs. A province-wide digital campaign is set to begin next week. The launch introduces Becket as a youth-first, province-wide initiative designed to make it easier for young people to access the care and support they need — all in one place.

Built for youth aged 12–29, Becket hubs will provide wraparound services including mental health care, health and wellness supports, housing resources, employment and education programs, and opportunities for peer connection. Integrated Youth Services is a national best practice model, with hubs operational or in development in every province and territory.

Learn more about Becket at [www.gotobecket.ca](http://www.gotobecket.ca).

**Becket Branding**

The Becket brand was developed through a collaborative process involving youth, community partners, and interest holders across Newfoundland and Labrador. Colours were drawn from photographs of Newfoundland landscapes captured by youth, grounding the brand in both place and lived experience. A public survey, which received 180 responses, invited youth and community members to vote on the final name. The result is an identity that is youth-driven and community-rooted, reflecting the values and hopes of the people it was built to serve.

**First Becket Hubs Announced**

As part of today's launch, Becket announced the first official hubs:

- \*NEW\* Becket Corner Brook – Operated by Vine Place Community Centre (anticipated opening: 2026)
- Becket St. John's – Operated by Choices for Youth (operational since 2004)

Each hub will be operated by an established community organization acting as the local “lead agency,” following Becket's shared standards of care while tailoring services to meet local needs.

**A Collaborative Model, Designed with Youth in Mind**

Becket was created in response to an urgent need: to ensure youth in Newfoundland and Labrador can access the right support, at the right time. Following years of consultation and engagement with youth, service providers, and community leaders across the province, the Becket model was developed with input from steering committees in every region.

The development of Becket Integrated Youth Services in Newfoundland and Labrador has been led, in partnership, by Choices for Youth and Newfoundland and Labrador (NL) Health Services and supported by a coalition of national and provincial funders. While the team is excited to announce Corner Brook as the second IYS hub for the province, the vision for Becket is nine connected hub sites across Newfoundland and Labrador.

**Acknowledgements**

Choices for Youth gratefully acknowledges Becket's funding and strategic partners: Government of Newfoundland and Labrador, NL Health Services, The Bell-Graham Boeckh Foundation Partnership, The Northpine Foundation, RBC Foundation, GreenShield, Medavie Foundation, and The McConnell Foundation.

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## About Becket

Becket is Newfoundland and Labrador's new network of Integrated Youth Services hubs — safe, welcoming spaces built to support youth and young families aged 12–29. Becket connects young people with the mental health, primary care, and social services they need — all under one connected network. From mental health and wellness to employment, housing, and social support, our hubs offer integrated, wraparound care in a safe, non-judgmental space.

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## Quotes

“Becket is the result of years of listening to youth and communities across Newfoundland and Labrador. What we heard, time and again, is that young people needed services that were easier to access and better connected. Becket is the answer to that call — a youth-first model that brings people and partners together under one roof to create meaningful, lasting change.”

- **Jen Crowe, Executive Director, Choices for Youth**

“This launch marks a new chapter for our province. Through Becket, youth will be able to access mental health and wellness supports, housing resources, education and employment programs, and a sense of community — all in one welcoming space. Becket is more than a network of hubs; it's a promise that young people in Newfoundland and Labrador can get the supports they need, where they need them. Wherever they are, there will be a place to go — because Becket is where you go.”

- **Matthew Piercey, Senior Director of Development and Strategy, Choices for Youth**

“As a government we recognize the importance of essential wraparound supports and services for children and youth for improved health outcomes and overall well-being. We are pleased to support integrated youth services which will help reduce barriers and ensure that children and youth, especially those who are most vulnerable, have timely access to the care and services they need to achieve their full potential.”

- **Honourable Krista Lynn Howell, Minister of Health and Community Services**

“At Vine Place, we've always believed in the power of community to change lives. Operating the first Integrated Youth Services hub outside of St. John's is an incredible opportunity to bring that belief to life in a new way — creating a safe, welcoming space where youth in Corner Brook and surrounding communities can find the support they need. We're proud to be part of this collaborative effort to make services more accessible, connected, and youth-focused than ever before.”

- **Mike Kearley, Executive Director, Vine Place Community Centre**

“Becket is exactly the kind of collaborative, community-based approach NL Health Services is committed to. By working alongside Becket hubs, we will help young people have faster, easier access to the health services they need — whether that's primary care, mental health supports, or public health programs. This integrated model removes barriers, streamlines intake, and puts youth first.”

- **Darla King, Vice President, Population Health Well-Being and Community Health Systems, NL Health Services**

“The Bell-Graham Boeckh Foundation Partnership is committed to building stronger, healthier communities, and that includes making sure young people have access to the supports they need to thrive. Through Becket, we see a powerful example of how community organizations, health leaders, and partners can come together to remove barriers, create safe spaces, and offer meaningful help when it's needed most.”

- **Mary Deacon, Founder and Chair, Bell Let's Talk; and Ian Boeckh, President, Graham Boeckh Foundation**

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