

Former Nelson Sports Ambassadors 2024 Accomplishments

2020-Matti Erickson, 2021-Jesse Pineiro, 2023-Jazmine Lowther, 2024-Lola Brouillette



October, 2024 - Nelson's Matti Erickson, 21, is on a running scholarship at the University of Oregon.

The NCAA middle distance running star has become the first Canadian track athlete to sign a NIL (Name, Image and Likeness) deal with U.S. sportswear giant Nike.

Erickson has medalled in the men's 800 meters at the Pac-12 Championship and is the Canadian National U20 champ. The Kootenay Chaos Cross Country Club graduate followed that performance up with a solid third place showing in the 800 m. at the Canadian Olympic trials in June, narrowly missing out on a Team Canada spot for the Paris Olympics.



November, 2024 - Nelson's Jazmine Lowther wins ultramarathon in South Africa. Lowther was also 7th overall among both men and women's runners.

In July, Lowther of Nelson, BC. charged to first place in the women's 50K races at the Speedboat Mountain Races by UTMB World Series.



November, 2024 - Nelson's Lola Brouillette won a national boxing title in Sarnia, Ont. Brouillette defeated Daphnee Jutras of Quebec by unanimous decision at the Canadian National Elite and Under-23 Championships. She won gold by using an effective check hook combo and relentless pressure to control the ring.

November, 2024 - Team B.C. and Nelson Boxing Club coach, Jesse Pineiro, (far right in photo) guided Lola to her gold medal.