

Mayoral Candidate - Jordan Brown



Jordan Brown grew up on Tamarack Drive in Labrador City. For the past 16 years, he and his wife, LeeAnn, have been raising their two children on Flora Crescent.

A graduate of Menihek High School in 2007, Jordan went on to complete the Welding Apprenticeship Program at the College of the North Atlantic in 2008. His commitment to community service led him to politics, where he was first elected as the Member of the House of Assembly in 2019 and re-elected in 2021.

Before entering public office, Jordan served on the Gateway Labrador Board and the Labrador Heritage Society from 2014 to 2019. In recognition of his contributions, he was honored in 2017 with the Labradorian of Distinction Medal for helping to preserve Labradorian culture and the Labrador Flag.



Mayoral Candidate - Matt Fowler



My name is Matt Fowler and I am once again running for Town Council, this time for Mayor.

My family moved to Labrador City in 1961. I was born and raised here, moved to Alberta in 2012, and came back to Labrador City in 2019 when my mother got sick.

I'm running on three main goals: Build more housing and grow the town to double its size. There is no reason we can't make the town bigger. I also want to make it easier for people to get land outside of town to build a home.

Build a home for the people who built this town. I once lived in a place with only 300 people in Alberta, and they had a seniors' home—so why can't we?

Hold a vote to join Labrador City and Wabush and become one town. It needs to happen. I know it's easy to say these things, but the only way we get this town back on track is by fighting for it. Thank you for your time and have a safe day.



Mayoral Candidate - Mitchell Marsh



Mitchell Marsh is a proud third-generation resident of Labrador City, with a family history in the community since 1966. As a lifelong local, Mitchell has deep ties to the people and his roots that continue to guide his work as a public servant, community volunteer, and family man.

Since 2011, Mitchell has been a dedicated member of the Labrador City Fire Department, where he has committed himself to protecting the safety and well-being of his fellow residents. His leadership within the department was recognized through his election as President of the Fire Fighters Association, a role he held for three terms. During that time, he advocated for firefighters' interests and helped strengthen the department's voice and role in the community. Beyond his work in fire services, Mitchell has served on several boards and committees throughout Labrador City, contributing his time and experience to a range of community initiatives.

In 2021, Mitchell was elected Deputy Mayor of Labrador City, a position he has held for the past four years. In this role, he continues to work toward a strong and sustainable future for the town.

Above all, Mitchell is a devoted husband to Michelle and a proud father to Allison, Chloe, and Alex. Now raising a fourth generation of Labrador City locals, he remains as committed as ever to the place he has always called home.



Mayoral Candidate - Nick McGrath



Nick was born and raised in St. John's, NL. He is the 10th of 11 children in his family. At the age of 19 Nick was offered a position of Chef in a restaurant in Labrador City and saw this as an opportunity to expand his career and make a new home.

Within a couple of years Nick found himself very involved as a volunteer throughout the community especially in the tourism sector and food service industry.

Over the next 45 years Nick became a strong advocate in the industries and always promoted Labrador as a popular destination and home. He has owned and operated several businesses in Labrador West over the years from restaurants to a pub eatery to a clothing store and a martial art studio.

He has volunteered at every level in different organizations promoting business, sports, social activities and health care. He has always been a strong supporter of youth development in the community whether it was through employment for students, supporting the high school coop mentorship program, coaching sports, or mentoring. He always takes great pride in contributing to the youth who are our future. Playing a lead role in developing the Soup for Students program through the Rotary Club was a proud achievement, as it provided free hot lunches to any student who wished to participate and helped create a level playing field for all.

Nick served as a director on the Labrador Health Board where he advocated for better health care and has the experience of two terms as a councillor in Labrador City and one term as the MHA for Labrador West, former Minister of the Crown. He is a past president of Hospitality NL, the Labrador West Rowing Association, the Labrador West Tourism Association and the Quaniniche Scuba Club. He is still very active in the community and volunteering is his passion.

From all this experience along with his business background Nick understands the importance of management and leadership. Navigating through the difficult times in our economy is what will strengthen us as a community. Let's put the experience where we can benefit from it. On October 2, make a wise decision as to who will lead your community for the next four years.



Councillor Candidate – Reilly Farrell



My name is Reilly Farrell, and I am proud to officially announce that I will be running for a position on the Labrador City Town Council.

I was born and raised right here in Labrador City, and now, at 29 years old, I'm fortunate to be raising my own young family in the very community that I grew up in. My wife and I are the proud parents of two energetic boys, and together, we're deeply involved in the life of our town, whether it's through sports, local organizations, or simply attending events and contributing where we can.

Labrador City is more than just a mining town, it's home. It's where neighbours stop to chat on front lawns and help each other out, and where community spirit is felt in every arena, school, and event space.

If elected, I will work hard to represent the voices of everyone—families, youth, seniors, and workers—to help keep Labrador City a great place to grow and live.

I bring a strong sense of responsibility, deep local roots (as a third-generation Farrell in our town), and a genuine desire to listen and learn from every conversation.



Councillor Candidate – Kim Hartery



My name is Kim Hartery and as a proud member of our community, I am seeking re-election in this Municipal Election.

I would love the opportunity to continue building a stronger, more sustainable Labrador City. Over the past term, I've worked hard to learn and understand municipal governance, how to ensure we are a transparent governance, and to always have meaningful engagement with residents.

I believe in practical solutions, collaborative leadership, and putting people first. I feel with the last 4 years I have gained the valuable knowledge that is required to allow us to keep advocating for infrastructure improvements, economic growth, and continued development of our natural beauty — ensuring our town remains a vibrant place to live, work, and raise a family. I am proud that I was

able to raise my three daughters here and continue to watch them work and further their education right here in the place they call home.

I am asking that on October 2, 2025, you put your trust and confidence in me to represent you once again on the Town Council. If you would like to have a further discussion with me, I would love the opportunity.



Councillor Candidate - Junior Humphries



Hi, my name is Junior Humphries and I am seeking re-election for my fourth term as Councillor for the Town Council of Labrador City. I want to send a huge "Thank You" to the residents for supporting me over the past three elections.

The first two terms I served as Deputy Mayor and I am now finishing my third term as a Councillor.

For those of you that don't know me, I moved to Labrador City in 1973 with my wife Josephine. I worked for the Iron Ore Company, IOC for 30 years. I retired in 2003 but decided to make Labrador City our home. We raised our three children, Tina, John, and Cindy, who are also living in Labrador City along with our grandchildren Evan and Amelia.

I have been volunteering in our community for more than 50 years. Over that time, I have served as a Boy Scout Leader, Softball Coach, Lions Club Member, Minor Hockey Referee, Coach, Director, Manager, and as President of Minor Hockey for 18 years. In 2017, I started a Special Olympics program in Labrador West to help enrich the lives of individuals with intellectual disabilities through sport.

I am very interested in working with, and for, the youth of Labrador West. I also want to support our seniors in their long struggle for affordable housing. I believe our town must be accessible and inclusive so that everyone, including those with mobility challenges, can enjoy the services Labrador City has to offer.

We are a young town, but our infrastructure is more than 50 years old. We must continue working to replace it, and to do so we need support and funding from both levels of government.

Two important principles we as councillors must always follow are: listening to what our residents are saying and being honest with them.

On October 2, I respectfully ask for your support.



Councillor Candidate - Julia Anne Manstan



I was born and raised here in Labrador City, and this community means so much to me—not just the buildings, trails, businesses, and blueberries, but most importantly, the people. We are what makes this place “home” and I would be honored to represent you.

I'm running because I want to see improvements for Labrador West, and for residents and council to be more connected in a positive way. Giving back to the community through volunteer work has been incredibly fulfilling, so it only makes sense to me to continue to advocate for Labrador City as a Councillor.

We have many needs ahead of us, from creating more hubs to keep our youth connected, to increasing local business activity, to providing long-overdue living accommodations for our pioneers, and much more in between. Some of our essential “out of sight, out of mind” infrastructure is in dire need of upgrades, and I am prepared to fight to get this work done as cost-effectively as possible. Our local

businesses also need someone at the table to support them, and that table could benefit from entrepreneurial spirit to bring creativity into decision-making.

As an active member of this community, I spend most days talking with people: whether it's a 2-hour ramble with nail clients, a chat with someone in passing in the mall, or discussions with friends at Rotary meetings. I believe the most effective way to maintain transparency is to talk to people about what's going on in our community. My inbox is open, my phone is never far, and you can find me at the salon during the daytime if anyone ever has a concern or a question.

I invite you to follow my Facebook page "Elect Julia Manstan Hall for Council Labrador City" for updates, and for more posts about who I am, and the values and priorities that I will bring to the table as a representative on your Town Council.

Thank you for your support!



Councillor Candidate - Karen Oldford



Karen Oldford is a dedicated and accomplished healthcare professional with extensive experience in nursing, leadership, and community service. With a career spanning over four decades, Karen has demonstrated exceptional skills in clinical practice, project management, and organizational governance. Her commitment to improving healthcare delivery and community well-being is evident through her various roles and achievements.

Karen has received several awards including the Wayne Earle Community Service Award and Labradorian of Distinction in 2017,

In 2011, Karen was elected as a "Nurse to Know" by the Canadian Nurses Association and for her community volunteerism, she was selected as Torchbearer for the Vancouver Winter Olympics in 2010.

Leadership Experience:

- Retired Registered Nurse, Labrador Grenfell Health 1986-2024.
- Served in many bedside and specialized roles, including acting Regional Director of Population Health.
- Chair, Labrador Regional Appeals Board (2018-2022): Appointed by the Minister to serve as Chair.
- President, Municipalities NL (2015-2017): Chief media spokesperson and Chair of the Board of Directors.
- Mayor, Town of Labrador City (2011-2017): Chief media spokesperson and council chair
- Atlantic Representative, Federation of Canadian Municipalities BOD (2015-2017)
- Co-Chair, Housing and Homelessness Coalition (2007-2011)
- Treasurer, Labrador West Minor Hockey Association (2005-2007)
- Member of School Councils at LCC and Menihek.
- Served on the board of directors and as secretary treasurer of the Newfoundland and Labrador Nurses Union for 20 years.

Currently serving on CRRSTV Board of Directors and is a member of Labrador Employment Corporation. Karen's approachable style, combined with her expertise in policy development and project management, continues to inspire those around her to strive for excellence and meaningful progress.

Councillor Candidate - John Penney



I have been married to my wonderful wife, Ellen, and together we have called Labrador City our home for the past 53 years. I am a retired unionized IOC employee and former funeral home owner. Today, I continue to serve my community as a member of the Labrador West Ministerial Food Bank Board, a director with the Labrador West Employment Co-operation, and a member of the Basilica Church Finance Committee. In addition to these positions, I previously served 10 years on the Labrador City Town Council. On October 2nd I respectfully ask for your vote, so I can once again serve the residents of Labrador City.

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Councillor Candidate - Ryan Pike



My name is Ryan Pike. I was born and raised here in Labrador City, and I am the proud father of Mason, my 13-year-old son who just started Grade 8 at Menihek High School.

Shortly after trade school, I was fortunate enough to obtain a position at the Iron Ore Company of Canada, where I have been employed for the last 19 years. I am a journeyperson heavy-duty technician and a proud member of USW Local 5795.

I enjoy and truly appreciate living in Labrador City. Over the past four years, I have had the privilege of serving as a member of council, where I have worked hard to represent our community and contribute to its growth. During this time, I have been proud to be a part of projects and initiatives that strengthen our town, and I look forward to continuing this important work.

As I seek re-election, my focus is on building upon the progress we've made together and ensuring that ongoing projects move forward for the benefit of all residents. I remain committed to helping Labrador City grow as a beautiful, strong, and vibrant community for families, seniors, and future generations.



Councillor Candidate - Jonathan Riviere



I was born and raised here in Labrador City, I am the son of Ann Marie and Yvon Rivière who made Labrador City their home for forty plus years. My mother owned and operated Ann Marie's Flowers for 36 years and my father worked in various management roles in the area throughout his career. I am currently a member of the USW 5795 working as an Industrial Electrician with Rio Tinto IOC.

Labrador City has afforded me to make a great living and a great life with my beautiful girlfriend Tara, and our two dogs Ollie and Myles.

Three and a half years ago I ran in a Municipal by-election and was elected as a councillor. I want to thank you all for the support during this time. To say it was a learning experience would be putting it lightly. I have always been involved in this town and serving as a councillor has been a great honor that I will be forever grateful for.

My interests include skiing, snowshoeing, kayaking, and spending time at our cabin on the beautiful Ashuanipi River, as well as exploring the many walking trails in our community. My passion for volunteering began at a young age and has remained an important part of my life. Over the years, I have been involved with numerous organizations, including serving as a firefighter with Labrador City Fire Rescue for the past 14 years, Scout Leader with Scouts Canada, participant in Relay for Life, Ski Patroller with the Canadian Ski Patrol, and a volunteer with Cain's Quest. I have also served on the boards of both Smokey Mountain Ski Club and Menihek Nordic Ski Club.

If re-elected, my focus will remain on advocating and working to get our seniors the proper housing that meets their needs and ensuring that our youth have the resources available to them to promote growth and development. I will continue to support our town employees by making sure they have what they need to be successful in delivering the quality services to which we are accustomed.

I will also continue to work with provincial and federal leaders on issues such as affordable housing and ways municipalities can assist with doctor and nurse retention. In addition, I will work with the business community to find ways the town can help current businesses grow, while also assisting potential new businesses that may wish to move to the region.

Thanks for your support!

Councillor Candidate - Matthew White



My name is Matthew White, and I am proud to call Labrador City my home. While I studied on the island for a few years to complete my university degrees, I was drawn back to the place I grew up. Labrador West is where I chose to begin my career and build my life because I believe deeply in its future. Raised here by my parents, Glenn and Lori White, alongside my siblings, Lacey and Nicholas, this community has shaped who I am. I've had the privilege of teaching at Menihek High School, working with young people who remind me of the importance of creating a community that supports families, nurtures opportunities, and takes pride in our shared future. Beyond the classroom, I also coordinate our school's Kids Eat Smart program and have been active in the local branch of the Newfoundland and Labrador Teachers' Association (NLTA). These experiences have taught me the value of listening, supporting, and building solutions together.

The outdoors is a big part of my life; I enjoy exploring our trails with my wife Jessica and our dog Freya. I also spend time hunting, fishing, snowmobiling, and making the most of the Labrador wilderness at the cabin. We are at an important moment in our town's history. I believe Labrador City must focus on expanding affordable and senior housing, strengthening recreation opportunities, and ensuring our community remains a place where families and youth can thrive.

I am eager to share ideas, listen to residents, and work together to shape Labrador City's next chapter. It would be an honour to earn your support.

