



FOR IMMEDIATE RELEASE

Pacific Coast Hockey Academy Congratulates Brett Hopwo on Appointment as Director of Player Personnel with the Portland Winterhawks

Victoria, BC – July 8, 2026 – Pacific Coast Hockey Academy (PCHA) is proud to announce that U15 Prep Head Coach Brett Hopwo has been appointed Director of Player Personnel for the Portland Winterhawks of the Western Hockey League (WHL), effective August 1, 2026.

Hopwo has been a valued member of the Portland organization for more than a decade, serving as a British Columbia and regional scout while establishing himself as one of the province's most respected coaches and talent evaluators. His appointment to Director of Player Personnel marks a significant career milestone and recognizes years of dedication, leadership, and excellence in player evaluation and development.

During his time at PCHA, Hopwo made a lasting impact on the academy's U15 AAA and U15 Prep program(s), helping young athletes develop both on and off the ice while fostering a culture built on accountability, character, and excellence. His passion for player development and commitment to mentoring young athletes have left a lasting impression on players, families, and fellow coaches alike.

Hopwo's promotion is another example of the development pathway that exists within the Canadian Sport School Hockey League (CSSHL). While the league is widely recognized for preparing student-athletes to advance to junior, collegiate, and professional hockey, it has also become a proving ground for coaches pursuing opportunities at the highest levels of the game. PCHA takes pride in creating an environment where both players and staff are challenged to grow, develop, and achieve their full potential.

"Brett's promotion is incredibly well deserved and a reflection of the respect he has earned throughout the hockey community," said Kelly Shields, Director of PCHA.

"While Brett's departure leaves big shoes to fill behind our bench, moments like this are worth celebrating. They reinforce our belief that the best development environments create opportunities for everyone—players and coaches alike—to pursue their dreams at the next level.

"We often celebrate when one of our student-athletes earns an opportunity in the WHL, NCAA, or professional hockey. Brett's promotion is no different. This is exactly what our academy and the CSSHL are designed to do: provide an environment where talented people can develop, prove themselves, and advance. We are incredibly proud that PCHA continues to be a place where both players and coaches can take the next step in their careers. On behalf of everyone at PCHA, we congratulate Brett and wish him every success with the Portland Winterhawks."

.../2





- 2 -

Reflecting on his new opportunity, Hopwo said:

"I am incredibly honored and humbled to accept the opportunity to serve as Director of Player Personnel for the Portland Winterhawks. This organization has been a huge part of my life for the past 14 years, and I'm grateful to everyone who has trusted and supported me along the way.

"Coaching at PCHA has been one of the most rewarding experiences. Every day, I had the privilege of working with young athletes who were passionate about improving, challenging themselves, and pursuing their dreams. Watching them grow - not only as hockey players but as confident, respectful young men - has been far more meaningful than wins and losses.

"I'd like to sincerely thank Kelly Shields and everyone at PCHA for believing in me and providing an environment that allowed me to grow both as a coach and a leader. The Academy has been incredible to me, and I know it will continue to develop outstanding players and people for many years to come.

"While I'm extremely excited for this opportunity, leaving the day-to-day relationships with our players and staff and PCHA won't be easy. Those memories and friendships will stay with me forever. I'm incredibly thankful for everyone who has been part of my journey, and I'm excited to give everything I have to help the Portland Winterhawks pursue championships and continue developing exceptional young men on and off the ice."

Although Hopwo's new responsibilities begin immediately, his influence on the academy will continue through the players he coached and the culture he helped establish. His appointment further demonstrates the strength of the coaching environment at PCHA and reinforces the academy's commitment to preparing both athletes and coaches for success at the next level.

About Pacific Coast Hockey Academy

PCHA is one of Canada's premier hockey academies, combining elite athletic development with academic excellence to prepare student-athletes for success in hockey and in life. Competing in the Canadian Sport School Hockey League (CSSHL), PCHA provides a comprehensive development pathway for players aspiring to compete at the junior, collegiate, and professional levels while fostering leadership, character, and a lifelong passion for the game.

Media Contacts:

Kelly Shields

Director, Pacific Coast Hockey Academy

kshields@pcha.ca

Krysta Dey

Social Media and Communications,

Pacific Coast Hockey Academy

krystadey@yahoo.com

778-557-8578 

www.pcha.ca 