

# PROJECT LIFE SPARK<sup>®</sup>

PROJECT LIFE SPARK - Media Kit

[www.projectlifespark.org](http://www.projectlifespark.org)

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## About Us

Project Life Spark is a Canadian non-profit organization founded on a single, urgent mission: to end the epidemic of suicide among military veterans and first responders. We execute this mission by providing wellness funding for vital, evidence-based PTSD treatments, including safe and clinically guided psychedelic-assisted therapy. Through strategic partnerships with world-class clinics, non-partisan advocacy, and a commitment to advancing research, we are creating a new, proven path to healing for Canada's heroes.

## The Need for a New Approach

- RCMP members are **6x** more likely to screen positive for any mental health disorder than the general population.
- **34.1%** of RCMP Members have contemplated suicide in their lifetime.
- From 2012-2021, **141** members of the Canadian Armed Forces died by suicide — for comparison, Canada lost 158 soldiers in combat in Afghanistan.
- Paramedics have a suicide rate **5x** higher than the national average.

*(Source: Statistics Canada, DND, 2022 National Police Federation Study)*

## Founders Bio

Jeremy Hudec is the Co-Founder and CEO of Project Life Spark, a federal non-profit dedicated to funding healing retreats for Canadian military veterans and first responders. A passionate advocate for mental health and psychedelic-assisted therapy, his purpose is born from a decade of frontline service and a personal journey of healing. Growing up in a small town in Alberta, Jeremy's desire to serve began in his late teens. He caught the aviation bug at 19 and went on to earn a Diploma in Aviation from Mount Royal College (now University), becoming a formally trained commercial pilot with multi-engine and instrument ratings. While his original plan was to combine his passion for aviation and desire for service and join the Royal Canadian Air Force, he was disqualified due to his eyesight. Undeterred in his commitment to serve his country, he applied to the Royal Canadian Mounted Police.

During his ten-year career with the RCMP (2005-2015) on the front lines, the demanding nature of the work took its toll. Symptoms of post-traumatic stress began to surface as early as 2006, culminating in a formal diagnosis in 2010 and a medical retirement from the force in 2015. After years of navigating the challenges of post-traumatic stress, he attended a psychedelic healing retreat at The Mission Within in

November 2024, an experience that profoundly changed his life and ignited a new purpose.

Channeling his experience into a new form of service, Jeremy co-founded Project Life Spark with his wife, Laura. The organization aims to provide Canada's heroes with the same opportunity for healing that he received, while advocating for the safe, responsible, and ethical use of psychedelics in Canada.

Today, Jeremy skillfully bridges his unique backgrounds in his role as an Aviation Advisor with Suncor Energy, Canada's largest integrated energy company. He is a dedicated husband to Laura and a proud father to their two young boys.

### **Story Angles & Interview Topics**

**A Personal Journey:** A veteran's personal story of battling PTSD and finding hope in a breakthrough therapy.

**The Policy Battle:** The push to modernize Canadian law and make psychedelic-assisted therapy an accessible medical treatment.

**The Crisis at Home:** An investigation into the suicide epidemic facing Canada's first responders and military members.

**The Science of Healing:** How new, evidence-based therapies are succeeding where traditional methods have failed.