

CAPTAIN TODD B

BRAND MEDIA KIT | 2026

Career Fire Captain | Content Creator | Trendy Skits & Comedy

225M+

VIDEO VIEWS

702K+

FOLLOWERS

151M+

UNIQUE VIEWERS

30M

LIKES

AS SEEN ON

DAILY MAIL

• CBC

• WGN-TV CHICAGO

• CHEK NEWS

• TIMES COLONIST

• VICTORIA NEWS

captaintoddb@gmail.com | [@CaptainToddB](https://www.instagram.com/CaptainToddB) | linktr.ee/CaptainTodd

ABOUT ME

The person behind the content

I'm Captain Todd B, a career fire captain with Pender Island Fire Rescue and a content creator based on Pender Island, British Columbia. I hold a diploma in Public Relations and ran a family business for 33 years, which I combine with my love for comedy and community to make trendy content, skits, and overall funny firefighter moments. I'm my department's Public Information Officer, and in 2025 I was named Public Educator of the Year by the Fire Prevention Officers' Association of BC. My goal is simple: make people laugh while shining a light on the fire service.

I took over social media management for Pender Island Fire Rescue in 2018, and since then I've grown both my personal brand and the department's accounts through creative skits, trending audio remixes, and signature series like "I Think I'll Sing It Again" and the "Butt Patrol" wildfire safety campaign featuring Hollywood actor Bruce Greenwood.

AUTHENTIC VOICE

Real firefighter, real humor, genuine connection in every video

PR & BUSINESS

Diploma in PR + 33 years running a business: I understand branding, messaging and audiences

AWARD-WINNING EDUCATOR

FPOABC 2025 Public Educator of the Year and department PIO

BRAND SAFE

Family-friendly comedy content suitable for all brand partnerships

MY PLATFORM PRESENCE

TikTok

702K Followers

225.5M Views / yr

YouTube

32.3K Subscribers

722 Videos

Instagram

33.9K Followers

Verified

Facebook

18K Followers

Digital Creator

MY TIKTOK PERFORMANCE

Last 365 Days | TikTok Studio Analytics

225.5M

VIDEO VIEWS

702K

FOLLOWERS

30M

LIKES

2.8M

SHARES

151.5M

UNIQUE VIEWERS

71.5M

NEW VIEWERS

172.8K

COMMENTS

2.6M

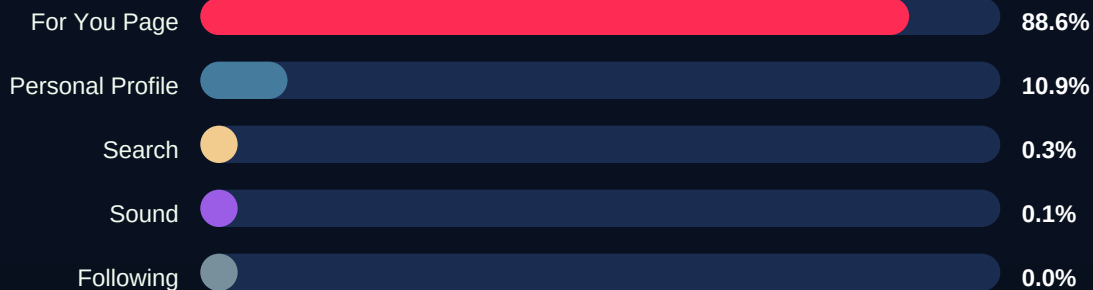
PROFILE VIEWS

ENGAGEMENT RATE

(Likes + Comments + Shares) / Video Views | TikTok average: 3.85% (Socialinsider 2025)

14.6%

WHERE MY VIEWS COME FROM



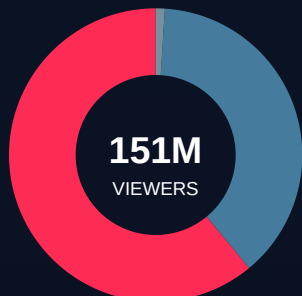
88.6% ORGANIC DISCOVERY

Nearly 9 out of 10 of my views come from TikTok's For You page: pure viral, organic reach.

MY AUDIENCE

Viewer & Follower Insights | Last 365 Days

GENDER: VIEWERS



Female: 61%

Male: 38%

Other: 1%

AGE DISTRIBUTION: VIEWERS



KEY INSIGHT: 76.4% of my viewers are 18-34, the most sought-after advertising demographic.

TOP VIEWER LOCATIONS

United States	10.7%		Brazil	2.5%	
Canada	10.5%		Poland	2.3%	
Mexico	8.9%		France	2.2%	
Saudi Arabia	3.2%		Guatemala	2.2%	
Germany	2.5%		United Kingdom	2.1%	

NORTH AMERICA: 21.2% Combined United States + Canada viewership

MY VIRAL CONTENT

Top Performing Videos | Last 365 Days

47M

views on a single video

"We had to do it!" is my most-watched post of the year

#1 POST

MY TOP 10 VIDEOS BY VIEWS

#	VIDEO TITLE	VIEWS	POSTED
1	We had to do it!	47M WATCH	1y ago
2	New twilight movie leaked!	20M WATCH	10mo ago
3	Friendship Bracelets!	10M WATCH	5d ago
4	I THINK I'LL SING IT AGAIN! Pt.3	9.3M WATCH	10mo ago
5	Singing in the shower	8.7M WATCH	7mo ago
6	I THINK ILL SING IT AGAIN!! @Not Lary	6.4M WATCH	10mo ago
7	This trend is just too good!	5.5M WATCH	1y ago
8	I THINK I'LL SING IT AGAIN!!! Pt.2	4.9M WATCH	10mo ago
9	Had to do this one again!	4.2M WATCH	1y ago
10	Had to do this trend again!	3.5M WATCH	7mo ago

CONTENT THEMES THAT GO VIRAL

- Singing / Music Skits**
"I Think I'll Sing It Again" series: 20M+ combined views
- Trending Audio Remixes**
Pop culture and trend-jacking with a firefighter twist
- Fire Station Comedy**
Everyday firehouse humor that feels authentic and relatable
- Collaborative Content**
Duets, features, and celebrity collabs like Bruce Greenwood

PRESS & MEDIA COVERAGE

Featured in international and national media outlets

My content has been featured by major media outlets across the UK, Canada, and the US. From the Daily Mail to CBC, the story of how a small island fire department became a viral powerhouse has captured international attention.

DAILY MAIL

2025

"Pender Island Fire Rescue team going viral after recreating iconic Twilight scenes"

The Daily Mail featured our Twilight recreation videos on their TikTok account (40M+ followers), amplifying our content to a massive international audience across the UK and beyond.

[tiktok.com/@dailymail/video/7579598999204678925](https://www.tiktok.com/@dailymail/video/7579598999204678925)

WGN-TV CHICAGO

December 24, 2025

"Canadian Fire Department Going Viral for Videos!"

WGN-TV featured our department in a Christmas Eve interview segment about our viral social media videos and fire safety entertainment approach.

[wgntv.com/video/canadian-fire-department-going-viral-for-videos/11376749/](https://www.wgntv.com/video/canadian-fire-department-going-viral-for-videos/11376749/)

CBC THE CURRENT

2025

"Why are these firefighters recreating a Twilight scene?"

CBC's flagship news program The Current featured an audio segment discussing our viral Twilight-inspired videos and fire safety education through entertainment.

[cbc.ca/listen/live-radio/1-63-the-current/clip/16185754](https://www.cbc.ca/listen/live-radio/1-63-the-current/clip/16185754)

CHEK NEWS

2026

"Hollywood star Bruce Greenwood plays villain in Pender Island firefighters' viral safety videos"

CHEK News covered how Canadian actor Bruce Greenwood appeared as an antagonist in our 'Butt Patrol' safety video series.

[cheknews.ca/he-said-yes-hollywood-star-bruce-greenwood-plays-villain-in-pender-island-firefighters-viral-safety-videos-1232708/](https://www.cheknews.ca/he-said-yes-hollywood-star-bruce-greenwood-plays-villain-in-pender-island-firefighters-viral-safety-videos-1232708/)

TIMES COLONIST

January 7, 2026

"Pender fire crew soaks in social-media success"

Detailed feature on how I grew our department's social media from 2,600 Facebook followers to nearly 200,000 combined across platforms.

[timescolonist.com/local-news/pender-fire-crew-soaks-in-social-media-success-11669434](https://www.timescolonist.com/local-news/pender-fire-crew-soaks-in-social-media-success-11669434)

VICTORIA NEWS

February 8, 2026

"Pender Island firefighters earn global spotlight after skits spread like wildfire"

Coverage highlighting how our content turned a small island fire department into a viral sensation surpassing Miami, San Diego, and Chicago FDs.

[vicnews.com/2026/02/08/pender-island-firefighters-earn-global-spotlight-after-skits-spread-like-wildfire/](https://www.vicnews.com/2026/02/08/pender-island-firefighters-earn-global-spotlight-after-skits-spread-like-wildfire/)

MEDIA-TRAINED CREATOR

I'm comfortable on camera, on mic and in interviews, and ready for any brand activation or press opportunity.

ADDITIONAL SOCIAL MEDIA I MANAGE

Pender Island Fire Rescue

In addition to my personal creator account, I manage the social media presence for Pender Island Fire Rescue. Since I took over in 2018, I've grown the department from a small community fire service account into one of the largest-followed fire department social media accounts in all of Canada.

Pender Island serves a community of approximately 2,000 to 3,500 residents, yet our social media reach extends to nearly 200,000 followers across platforms. That's a ratio of engagement virtually unheard of in public safety communications, and it proves I know how to build audiences from scratch.

~200K

COMBINED FOLLOWERS

2K-3.5K

COMMUNITY SERVED

2018

SOCIAL MEDIA LEAD

WHY THIS MATTERS FOR BRANDS

- I've proven I can grow audiences from zero to hundreds of thousands organically
- I created viral public safety campaigns (Butt Patrol wildfire series with Bruce Greenwood)
- I run cross-platform strategy: TikTok, Instagram, Facebook, YouTube simultaneously
- My community engagement translates to genuine brand trust and authentic influence
- I'm media-trained with real press coverage and comfortable in any public-facing role
- Our follower count surpasses fire departments in Miami, San Diego, and Chicago

BRAND COLLABORATION OPPORTUNITIES

Partnership models designed for maximum ROI

SPONSORED CONTENT

Dedicated TikTok videos featuring your brand woven naturally into my signature comedy style. I handle concept development, filming, posting, and engagement monitoring.

- ✓ Custom script development
- ✓ 1-3 dedicated posts
- ✓ Brand tag + link in bio
- ✓ Performance reporting

BRAND AMBASSADOR

Ongoing partnership with regular content integration, event appearances, and cross-platform promotion. Ideal for brands wanting sustained visibility with my loyal audience.

- ✓ Monthly content cadence
- ✓ Exclusive category rights
- ✓ Instagram + TikTok + YouTube
- ✓ Quarterly performance reviews

PRODUCT INTEGRATION

Seamless product placement within my existing content series. Your product appears naturally in fire station skits, trending audio remixes, and collaborative videos.

- ✓ Organic viral content placement
- ✓ No hard sell, authentic usage
- ✓ Multi-million view potential
- ✓ Whitelisting available

EVENT & APPEARANCE

Live appearances, brand activations, and event content creation. I bring my viral energy to your event while creating shareable content for social media.

- ✓ Live event coverage
- ✓ Meet & greet hosting
- ✓ On-site content creation
- ✓ Post-event highlight reel

IDEAL BRAND PARTNERS

OUTDOOR & ADVENTURE

FITNESS & HEALTH

FIRST RESPONDER GEAR

BEAUTY & LIFESTYLE

FOOD & BEVERAGE

TECH & GADGETS

LET'S WORK TOGETHER

Ready to reach millions of engaged viewers?

I'd love to create something amazing with your brand.

EMAIL

captaintoddb@gmail.com

TIKTOK

[@CaptainToddB](https://www.tiktok.com/@CaptainToddB)

YOUTUBE

[@CaptainToddB](https://www.youtube.com/@CaptainToddB)

LINKS

linktr.ee/CaptainTodd

Captain Todd B | Career Fire Captain | Content Creator | Pender Island, BC

This media kit contains verified analytics from TikTok Studio (September 2026)