



FOR IMMEDIATE RELEASE

True Key Hotels & Resorts Welcomes New Director of Sales & Marketing

Radium Hot Springs, BC – October 21, 2016 - True Key Hotels & Resorts (True Key) is pleased to announce the appointment of Andrea Tubbs as Director of Sales & Marketing.

Andrea is a marketer with over 15 years' experience in a variety of industries. Most recently Andrea has developed and executed tourism, real estate and event marketing programs. Andrea is active in the business community in the Columbia Valley as the Vice President of the Chamber of Commerce and board member for Kootenay Rockies Tourism. Andrea holds a Diploma in Public Relations from the University of Victoria and a Diploma in Business Administration from Capilano University.



In her new role, Andrea's responsibilities with True Key will include overseeing the development and implementation of sales and marketing initiatives for all True Key properties as well as the effective management of all marketing and advertising mediums.

"Andrea's vast experience in marketing along with her public relations background and knowledge of the hospitality industry will be a valuable asset to our brand," said Michael Anderson, President of True Key. "We are delighted to welcome her to our team."

About True Key- Established in 2010, True Key Hotels & Resorts has grown fast and developed the resources and expertise to strategically market resorts and manage daily operations. It has a strong team that shares the company's commitment to operating results and service while developing solid working relationships with guests, suppliers, owners and employees. Looking to the future, True Key intends to build on this success and is actively seeking to add new resort properties to their portfolio.

True Key views resort management as a team sport; its team displays diverse talents, skills and experiences. The services these team members provide include senior management, accounting, sales & marketing, administration, facilities management, front line services and management consulting. As a result of True Key's dedication to performance it has enjoyed continual growth at all of its properties of 15 – 40% per year.

For more information, please visit: www.truekey.ca

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