



For immediate release

Newly hired positions focus on expanding Sales, Marketing and Public Relations initiatives for the resort

Parksville, BC –

Tigh-Na-Mara Seaside Spa Resort and Conference Centre is pleased to welcome two new associates to their team. Jenn Houtby-Ferguson CMP joins Tigh-Na Mara as the new Director of Sales and Marketing, and Gwen Wright comes into the role of Public Relations Coordinator.

As Director of Sales and Marketing, Jenn Houtby-Ferguson will be a great asset to the Tigh-Na-Mara team, bringing an impressive background in sales including Food & Beverage, Catering, Corporate and Incentive groups to the position. She has served as Chair of the 2007 Canadian Winter Games Tourism and Image & Advertising committees as well as the Vice President of Sport Yukon for three terms. Jenn joins us from her most recent position as Managing Director of the Yukon Convention Bureau where she focused on destination sales and marketing. She is now settled in the Parksville area with her husband, Rick.

To the newly expanded position of Public Relations Coordinator, Gwen Wright brings her past experience as University of Saskatchewan Communications Officer, author and newspaper editor of *The Sheaf* to the multi-faceted PR position at the resort. She looks forward to showcasing the resort's many features as she works with local and provincial media and hospitality contacts to promote further partnerships between Tigh-Na-Mara and the British Columbia community. Gwen recently made the cross-country move to Vancouver Island from Saskatoon, Saskatchewan with her husband, Jason and son, Alexander.

Please join us in welcoming Jenn and Gwen to the Tigh-Na-Mara team.

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