



FOR IMMEDIATE RELEASE

True Key Hotels & Resorts Welcomes Sheri Madill as New General Manager of Sooke Harbour Resort & Marina

Radium Hot Springs, BC – September 25, 2017 - True Key Hotels & Resorts (True Key) is pleased to announce the appointment of Sheri Madill as General Manager of Sooke Harbour Resort & Marina.



Sheri's move to General Manager, from Front Desk Supervisor, comes after five years at the Resort which places her in an excellent position to take on this new challenging role. Prior to working at the Resort, Sheri enjoyed a successful career in retail management and as a provincial employee working in litigation and finance.

Sheri is excited for the future at Sooke Harbour Resort & Marina and she brings with her a keen sense of enthusiasm and commitment to the success of the Resort and local community.

"Sheri's dedication to the Resort and to True Key Hotels & Resorts has been evident through her past position as front desk supervisor," said Michael Anderson, President of True Key. "We look forward to seeing how both Sheri and Sooke Harbour Resort & Marina will flourish under her guidance."

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

Connect with us: www.facebook.com/TrueKeyResorts or www.twitter.com/TrueKeyResorts

Media Contact:

Andrea Tubbs, Director of Sales & Marketing

True Key Hotels & Resorts Ltd.

P: 778-527-5000

E: andrea@truekey.ca



True Key Hotels & Resorts Ltd. | #2-7517 Main Street West | Radium Hot Springs, BC, Canada | V0A 1M0

Tel: 1-855-544-2323 | Fax: 250-347-2171

info@truekey.ca | www.truekey.ca