



**Appointment of new General Manager at Harrison Beach Hotel in Harrison Hot Springs, BC  
True Key Hotels & Resorts announces Jenn Buerge to lead Hotel operations**

FOR IMMEDIATE RELEASE

**October 1<sup>st</sup>, 2019 (Harrison Hot Springs, BC)** - Michael Anderson, President of True Key Hotels & Resorts (True Key), a leading hotel and resort management company in British Columbia, announced today that Jenn Buerge has been named General Manager of the 42-room Harrison Beach Hotel effective October 1<sup>st</sup>, 2019.

Relatively new to the True Key management team, Buerge has quickly proven herself to be a dynamic and inspirational leader at her most recent position as General Manager of Sunrise Ridge Waterfront Resort in Parksville, BC, another property within the True Key portfolio.

She has significant experience with front desk management, accounting, business administration and bookkeeping. Her career has included time as an entrepreneur with extensive experience managing high-performing teams in many of her roles. Her personality and considerable experience make her an ideal candidate to lead the hotel to future success.

Originally from Abbotsford, she relocated to the Parksville/Qualicum area 20 years ago and is now moving back to the Fraser Valley to take on this new role.

"I am very confident in Jenn's abilities to build on the high-quality service and operations Harrison Beach Hotel is known for," says Anderson. "Her wealth of experience will be of tremendous benefit to continuing our brands' presence in Harrison Hot Springs, and I am confident she will be able to take the Hotel to the next level."

**About Harrison Beach Hotel**

Located in Harrison Hot Springs, BC, the Harrison Beach Hotel offers guests the top-rated choice for accommodations. The Hotel offers a boutique experience with friendly and professional guest services and stylish room types. All of the well-appointed junior suites, deluxe guestrooms, and executive suites can be found in the heart of the village with spectacular views of the Pacific Ridge Mountains or tranquil Harrison Lake. Visit: [www.harrisonbeachhotel.com](http://www.harrisonbeachhotel.com) to learn more.

**About True Key Hotels & Resorts**

Established in 2010, True Key Hotels & Resorts has grown rapidly, developing the resources and expertise to strategically market and manage daily resort operations. Managing a collection of eight resorts in Western Canada, it has a strong team that shares the company's commitment to garnering operational results and focusing on exceptional guest experience, while developing solid working



relationships with guests, suppliers, owners and employees. Looking to the future, True Key will continue build on their proven success, actively seeking to add new resort properties to its portfolio. Visit: [www.TrueKey.ca](http://www.TrueKey.ca) to learn more.

**Notes for Media:**

High Resolution image of Jenn Buerge

**To arrange an interview with newly appointed General Manager, Jenn Buerge, or True Key's President, Michael Anderson, please contact:**

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