



**True Key Hotels & Resorts announces new leadership at Parksville's Sunrise Ridge Waterfront Resort  
*Tara Rider appointed as General Manager to oversee Resort operations***

FOR IMMEDIATE RELEASE

**October 1, 2019 (Parksville, BC):** True Key Hotels & Resorts (True Key) is pleased to announce the appointment of Tara Ryder as the new General Manager for Sunrise Ridge Waterfront Resort in Parksville, British Columbia, effective October 1<sup>st</sup>, 2019.

A seasoned veteran with True Key, Ryder most recently served as General Manager at the top-rated hotel in Harrison Hot Springs, BC, Harrison Beach Hotel. She began her management career while working with True Key as the Guest Services Manager at Bighorn Meadows Resort in Radium Hot Springs, BC in 2004.

After 15 years with True Key, Ryder brings a wealth of knowledge to Sunrise Ridge Waterfront Resort, having demonstrated her skills as a strong leader. Her tremendous human resources know-how and organizational ability makes her the ideal candidate to lead the resort to new levels of success.

In her new role, Ryder will oversee the entire resort operations, as well as lead staff to continually focus on exceptional customer service and attention to detail.

"We are thrilled for Tara to join our team in Parksville and are confident that her strong leadership abilities and background, along with her enthusiastic personality, will elevate the guest experience," says Michael Anderson, President of True Key. "Her passion and strong character will further Sunrise Ridge as a leader in resort accommodations on Vancouver Island."

**About Sunrise Ridge Waterfront Resort**

Located on 10.2 acres of waterfront property in Parksville, on Vancouver Island's Central Coast, Sunrise Ridge Waterfront Resort is surrounded by peaceful landscapes and sandy beaches. The Resort offers 42 fully furnished, fully equipped studio, 1, 2, and 3-bedroom vacation villas and suites boasting magnificent mountain and ocean views across Georgia Strait. Resort amenities include a seasonal outdoor pool, hot tub, fitness facility, mountain bike rentals and meeting rooms. Visit [www.SunriseRidge.ca](http://www.SunriseRidge.ca) 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 Tara Ryder](#)**

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

**Jessica Harcombe Fleming**

Director - Alberta + The Prairies

Beattie Tartan

Phone: 403.614.6175

[www.beattietartan.ca](http://www.beattietartan.ca)

Connect with True Key:



**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](mailto:info@truekey.ca) | [www.truekey.ca](http://www.truekey.ca)**