



FOR IMMEDIATE RELEASE

Appointment of new General Manager at Harrison Beach Hotel in Harrison Hot Springs, BC

True Key Hotels & Resorts announces Laura-Lee Lofgren to lead Hotel operations

September 15, 2021 (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 Laura-Lee Lofgren has been named General Manager of the 42-room Harrison Beach Hotel effective September 20, 2021.

Laura-Lee is a passionate leader and mentor who works well with people of all cultures. She is well travelled, has lived abroad in China, and completed the Master of Arts in Tourism Management program through Royal Roads University. In her personal time, Laura-Lee enjoys watersports, island hopping, sushi and visiting BC wineries.

As a successful hospitality industry veteran with over 20 years of experience at hotels and resorts in Richmond, Vancouver and Whistler, Laura-Lee brings an excellent resume to Harrison Hot Springs. She is well-versed when it comes to operations, administration, guest services, reservations, and revenue management. Her considerable experience will make her a valuable asset to the True Key family of hotels and resorts.

“Laura-Lee has a track record for results and operational excellence,” said Michael Anderson, President of True Key. “We look forward to having her invaluable knowledge, experience and passion at our True Key property in Harrison Hot Springs.”

-30-

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 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 to learn more.

Notes for Media:

[Click here for High Resolution image of Laura-Lee Lofgren](#)

To arrange an interview with newly appointed General Manager, Laura-Lee Lofgren, or True Key's President, Michael Anderson, please contact:

Amy Bown

Account Manager

Beattie Tartan

E: amy.bown@beattiegroupp.com

C: 587-892-3436

