

FOR IMMEDIATE RELEASE

True Key Hotels & Resorts announces new leadership for Sooke Harbour Resort & Marina and SookePoint Ocean Cottage Resort in Sooke, BC

Jenn Buerge appointed as Area General Manager - Sooke to oversee resort operations

September 20, 2021 (Sooke, BC) - True Key Hotels & Resorts (True Key) is pleased to announce the appointment of Jenn Buerge as the new Area General Manager for Sooke operations including the management of the rental programs at Sooke Harbour Resort & Marina and SookePoint Ocean Cottage Resort effective September 27th, 2021.

Buerge has worked with True Key for the past 7 years and has proven herself to be a dynamic and inspirational leader. Her most recent position with True Key was as the General Manager of the Harrison Beach Hotel in Harrison Hot Springs, BC. Prior to that she was the Acting General Manager at Sunrise Ridge Waterfront Resort in Parksville, BC, another True Key managed property. Her career has also included time as an entrepreneur with extensive experience managing high-performing teams in her previous roles. Her personality and considerable experience make her an ideal candidate to lead True Key's our resort operations in Sooke to further success.

"I am very confident in Jenn's abilities to build on the high-quality and luxury accommodations we are known for," said Michael Anderson, president of True Key. "Her wealth of experience will be of tremendous benefit to continuing our brands' presence on Vancouver Island, and I am confident she will be able to take the Resorts to the next level. We look forward to having her valuable knowledge, experience and passion at our True Key properties in Sooke."

The resorts will continue to provide guests with memorable experiences and uphold the traditions of which True Key is so proud, while striving to further enhance service quality and brand value into the future.

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About Sooke Harbour Resort & Marina - Sooke Harbour Resort & Marina is the perfect year-round oceanside getaway. Each of the fully-equipped, well-appointed 2 and 3 bedroom condo-style suites are steps away from the resort's private 114-slip marina. Step out your door onto the marina for chartered fishing, embark on a whale watching or kayaking tour, and return to enjoy a soak in one of our Resort's two outdoor hot tubs or grill your catch-of-the-day on your private patio. Visit www.SookeHarbourMarina.ca to learn more.



About SookePoint Ocean Cottage Resort – SookePoint Ocean Cottage Resort is set away from the village of Sooke on Possession Point, on the most southwestern tip of British Columbia and Canada. This premium resort is surrounded by nature and perched cliffside above the Pacific Ocean offering unparalleled ocean and marine life viewing opportunities from each beautifully fully-furnished studio, 1, 2 & 3 bedroom cottage suite. Visit www.SookePointResort.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 to 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 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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