



FOR IMMEDIATE RELEASE

True Key Hotels & Resorts Announces Relocation of Corporate Headquarters

RADIUM HOT SPRINGS, May 15, 2023 – True Key Hotels & Resorts Ltd. (True Key), a leading resort and hotel management company in Western Canada, is excited to announce the relocation of its corporate headquarters to a new office in Calgary, Alberta, effective June 1st. True Key will be moving from the mountain village of Radium Hot Springs, British Columbia, to #1107 - 1122 4th Street SW, Calgary, AB, to advance the operations and growth of the company.

"We are thrilled to be relocating our corporate headquarters to Calgary as the community will provide the foundation for new growth initiatives going forward. Calgary, Alberta is one of the top business growth areas in Canada, making it an ideal location for True Key's future," said True Key President & CEO, Michael Anderson. "Moving into this new space is further validation of our great travel offerings, people, and potential, and it will ensure True Key is best positioned to continue delivering exceptional experiences and services to our customers, owners and team members."

The new space reflects the innovative culture of True Key. The facility features conference rooms and multiple work stations where teams can collaborate on solutions with colleagues, customers, partners and offsite employees.

According to Anderson, "With easy access to the international airport, professional services and skilled labor force we plan to utilize the new location for the strategic expansion of our managed properties across Western Canada. We've been looking at this move for some time now and have wanted improved visibility for the True Key brand by being located in a larger center."

Regardless of the relocation of its headquarters, True Key will continue to have a strong presence in British Columbia, employing more than 200 people in peak seasons, primarily in hotel and resort operations.

For more information about True Key Hotels & Resorts Ltd., visit www.truekey.ca.



About True Key Hotels & Resorts

Established in 2010, True Key has grown rapidly, developing the resources and expertise to strategically market and manage daily resort operations. Managing a collection of five properties 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:

To arrange an interview, please contact:

Amy Bown

Account Manager

tartanbond

E: amy.bown@beattiegroupp.com

C: 587-892-3436

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 | www.truekey.ca