



**FOR IMMEDIATE RELEASE**

**Sunrise Ridge Waterfront Resort Welcomes New General Manager, Patrick McClary**

**Parksville, BC – November 10, 2025** – True Key Hotels & Resorts is pleased to announce the appointment of Patrick McClary as its new General Manager at Sunrise Ridge Waterfront Resort in Parksville, BC, effective November 3, 2025.

With more than two decades of executive leadership experience in luxury resorts, casinos, and full-service hotels, Patrick brings a wealth of operational expertise and a proven record of elevating guest experiences. His impressive career includes leadership roles with some of North America's most recognized hospitality brands, including Caesars Windsor, Casino Rama, and Fairmont Hotels.

Most recently, Patrick served as Director of Food & Beverage at Alyeska Resort in Alaska, where he oversaw ten on-site restaurants and implemented a comprehensive resort-wide F&B strategy that reflected both luxury positioning and local culture. His leadership reduced turnover by 400% and produced significant gains in profitability and guest satisfaction.

Beyond his operational accomplishments, Patrick has also shared his knowledge as a hospitality instructor and consultant, mentoring future industry leaders and guiding hospitality businesses toward sustainable success. He holds a Master Certificate in Foodservice Management from Cornell University and is currently completing a MiniMBA from the University of Windsor, underscoring his commitment to continuous learning and professional development.

"Patrick's extensive experience and passion for creating exceptional guest experiences make him an invaluable addition to the True Key team," said Michael Anderson, President and CEO of True Key Hotels & Resorts. "His leadership will play a key role in shaping the next chapter of growth and innovation at Sunrise Ridge Waterfront Resort."

Please join us in welcoming Patrick to the team as he takes on this pivotal role at Sunrise Ridge Waterfront Resort.

**About True Key Hotels & Resorts** - Established in 2010, True Key Hotels & Resorts manages a collection of premium strata and condo 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](http://www.truekey.ca) to learn more.





**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 fully furnished, fully equipped studio, 1, 2, and 3-bedroom vacation villas, townhomes and condo suites boasting magnificent ocean views across Georgia Strait. Resort amenities include a seasonal outdoor pool, hot tub, fitness facility, and meeting facilities. Visit [www.SunriseRidge.ca](http://www.SunriseRidge.ca) to learn more.

**Notes for Media:**

[High Resolution image of Patrick McClary](#)

**To arrange an interview:**

Katie Wallace  
Director of Sales & Marketing  
True Key Hotels & Resorts  
E: [katiwallace@truekey.ca](mailto:katiwallace@truekey.ca)  
P: 250-347-2983

**Connect with True Key:**

