



## **Tourism Industry Association of Yukon Announces Appointment of New Executive Director**

**October 13, 2010 (Whitehorse, Yukon):** Today the Board of Directors of the Tourism Industry Association of Yukon (TIAY) announced that Krista Prochazka has been hired as the new Executive Director for the Association.

“We were fortunate that we had a number of qualified candidates apply,” stated Second Vice Chair Mary Ann Ferguson who led the search for a new ED. “Krista brought a strong combination of tourism, not for profit, government relations and Yukon knowledge to the table.”

Prochazka is no stranger to the organization as she has served on the board as the Attractions sector representative for the past year. She was most recently the Executive Director of the Yukon Wildlife Preserve where she was instrumental in securing funding for a new animal rehabilitation and research facility as well as increasing membership and visitation to the Preserve substantially. Prior to moving to the Yukon Prochazka held the position of Director of Development at Carleton University and spent time with Parks Canada.

“I am excited about the opportunity to focus on what I love best- tourism,” said Prochazka. “My time at the preserve has been extremely rewarding and I have been lucky to be part of such substantial growth. This chance to help shape the future of tourism in the territory, work with industry members and government to ensure that the value of our industry and its contribution to the territory is recognized is a challenge I look forward to.”

“Krista has big shoes to fill,” said Rod Taylor Chair of TIAY. “Sandy Hachey has been an outstanding ED and her contribution to our association has been second to none. That being said we have no doubts that Krista is up for the challenge and will help lead the industry as we move forward with our strategic priorities.”

A transition will take place where Hachey will work with Prochazka to hand over the reins. Hachey is joining local firm Outside the Cube as Director of Client Service.

“I have loved my time at TIAY,” says Hachey. “I committed to two years when I joined TIAY and I have learned a great deal and worked with some outstanding members of the industry – I will miss the staff, board and members. Joining Outside the Cube allows me to continue to work with the tourism industry while returning to the private sector in marketing and to work with clients around the world.”

TIAY is a non-profit, member-based visitor industry association forming a common voice and actions to influence promote and assist the development of tourism in the Yukon.

For more information or to arrange an interview please contact:

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