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BLAKE ROGERS NAMED TIA YUKON'S NEW EXECUTIVE DIRECTOR

Whitehorse: The Board of TIA Yukon is pleased to announce the successful recruitment of Blake Rogers as their new Executive Director.

“We are very happy to have Blake come on board as part of the team”, says TIA Yukon Chair Neil Hartling. “These are exciting times for the Tourism Industry and Blake brings qualities that will serve TIA well as we move forward.”

Rogers started his career in Peggy’s Cove, Nova Scotia where he spent many seasons as a server, a tour guide, and a naturalist aboard a whale tour boat, before going on to work as a bartender, a salesperson, and a public relations consultant in other tourism based operations in Eastern Canada.

Having received his Bachelor of Education in 2006, Rogers ventured to the Yukon the following year. Since then, he has taught in a rural community, worked as a public health advocate with the Canadian Cancer Society and Health Canada, spent time as a communications consultant, and gained experience as a political advisor.

“I’m very excited to be working with the membership, staff and Board of TIA Yukon”, says Rogers. “I can’t wait to meet everyone involved in this dynamic industry. The Yukon is an amazing place, so it’s essential that visitors to the Yukon are able to experience all that the territory has to offer and that TIA helps the industry to make this possible.”

Rogers takes over for outgoing Executive Director of TIA Yukon, Krista Prochazka. He looks forward to meeting industry stakeholders at the upcoming TIA spring conference and AGM, next Friday, April 27th and Saturday, April 28th.

“This year’s spring conference will prove to be educational, inspiring, but most of all, fun”, says Rogers. “With some of the most social people in the Yukon all under one roof, coupled with some engaging presentations from intriguing speakers, it’s expected to be a very good time.”

For additional information please contact:
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