



NEWS RELEASE

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NEW TEAM LEADER JOINS SHUSWAP TOURISM

The Columbia Shuswap Regional District (CSR D) and Shuswap Tourism are pleased to welcome Morgen Matheson to the role of Team Leader, Tourism and Film beginning in December.

Matheson is currently the Marketing Coordinator for the Salmon Arm Economic Development Society (SAEDS) and brings more than 12-years experience in project management and marketing to the role. In addition to her role with SAEDS, Matheson has an entrepreneurial background, operating her own marketing company with a diverse client base.

Having moved to the Shuswap from the Lower Mainland approximately three years ago, Matheson has since been able to build positive relationships with many key tourism agencies in the area including local Chambers of Commerce, the Thompson Okanagan Tourism Association (TOTA) and Destination BC.

“Immediately on arrival, the Shuswap felt like home. I’m thrilled to be taking this next step of my career in helping Shuswap Tourism show the best of what my chosen home has to offer,” says Matheson.

“I know that with hard work and collaboration, we can be very successful,” she adds.

Shuswap Tourism is a community-based organization which assists in tourism development, marketing and promotional services for tourism businesses and operators within the geographic boundaries of Chase, Enderby, Armstrong, Salmon Arm, Sicamous, and CSR D Electoral Areas C, D, E, and F.

Matheson will take charge of developing and implementing plans to promote and enhance tourism in these specified areas. She will also oversee and coordinate the activities of the Columbia Shuswap Film Commission in attracting and supporting film crews to shoot on location in the region.

Matheson will step into the role on December 1, 2021.

For further information please contact Tracy Hughes, CSR D Communications Coordinator at 250.833.5963, toll free at 1.888.248.2773 or email Thughes@csrd.bc.ca.