

## **Fresh Tracks Canada Appoints Kimberly MacAulay as Vice President of Sales and Marketing**

### **Appointment Notice**

**Vancouver, British Columbia, Canada – December 4, 2012-** Fresh Tracks Canada, creators of extraordinary Canadian vacations, is pleased to announce the appointment of Kimberly MacAulay to the position of Vice President, Sales and Marketing. Reporting to CEO, John Parker, Kimberly will lead the strategic growth and development of the company's sales and brand initiatives.

Based in Vancouver, BC, Kimberly brings over 15 years of leadership experience in marketing communications, operations and strategic sales and has an impressive record of achievement. Working for 10 years with Intrawest, she has an in-depth knowledge of the tourism industry in both international and local markets, and has extensive experience developing and executing successful destination driven marketing and sales maximization strategies.

In her recent role as Director of Marketing, Oakridge Centre, Kimberly was responsible for creating award-winning branding and promotional campaigns that drove customer satisfaction, retail sales, and brand awareness to industry leading levels.

With her passion for creating memorable experiences and her strong professional background, Kimberly will provide valuable insight and strategic direction as Fresh Tracks Canada prepares for another year of growth and market expansion.

\*Photos available upon request

### **About Fresh Tracks Canada**

Every Detail. Every Connection. Every Amazing Day.

Fresh Tracks Canada believes great vacations start with insider knowledge and attention to every detail. Offering over 50 sample vacation packages as well as fully customizable options, their team of Canadian experts change choosing a holiday in Canada from a maze to amazing. With over 20 years of experience in the Canadian travel industry, they have helped more than 15,000 travelers experience the best of Canada. Whether it is a train trip through the Canadian Rocky Mountains, a polar bear excursion in northern Manitoba or a self-drive tour through Atlantic Canada, Fresh Tracks Canada works with every guest to create the perfect holiday every time.

### **Rose Chase**

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