



For immediate release

## PRESS RELEASE

### Notice of Appointment – Marketing Project Manager

**June 13, 2024, Chibougamau** - Tourisme Baie-James and Eeyou Istchee Tourism are pleased to welcome Tania Savard to their team as Marketing Project Manager.

Following studies in theatre, Tania is now working toward a Bachelor in Communications, specializing in public relations. Thanks to her distinctive combination of expertise and versatility, she brings a wealth of theoretical insight and a forward-looking outlook to our organization.

In her new role, Tania will work with the marketing team to devise and implement innovative strategies to promote Eeyou Istchee Baie-James's features as a standout destination. Due in part to her outreach experience with an environmental-protection organization in Montréal, she is particularly attuned to current issues and concerns – qualities that are sure to enhance our marketing initiatives.



“We’re delighted to welcome Tania to the team,” says Stéphanie Bourgault, the Marketing Director for both associations. “Her infectious energy, creativity, and commitment to excellence make her a precious asset to our organization. We look forward to the contributions she’ll be making to our marketing efforts.”

Tania joins Tourisme Baie-James and Eeyou Istchee Tourism at a crucial juncture as the tourism industry prepares for transformative growth, in partnership with its many partners. Her love for the region and vitality will help bolster our destination's visibility. As a result, we will attract new visitors as we continue to offer memorable experiences to those wishing to discover our magnificent region.

Get in touch with Tania Savard at [tsavard@tourismebaiejames.com](mailto:tsavard@tourismebaiejames.com) or (418) 748-8140 extension 1226.

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#### To find out more:

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