



**Press Release**  
*For immediate release*

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## **Samantha McKinley appointed Communications Manager for the Festival d'été de Québec and 3E événement-expérience-émotion**

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**Quebec City, November 21, 2017** – General management of the Festival d'été de Québec (FEQ) and 3E événement-expérience-émotion is pleased to announce the appointment of Samantha McKinley as Communications Manager. McKinley began her duties on Monday, November 20. She succeeds Luci Tremblay, who held the position for nine years.

The organization is enthusiastic about the arrival of its new recruit: "Her extensive expertise, leadership, commitment and creative thinking are all great assets for us. She is a strong addition to the solid team already in place," said Claude Doré, Acting General Manager.

In addition to enhancing the organization's impact, the new manager will be responsible for communications, international promotion, marketing and press relations for the Festival d'été de Québec and all 3E projects.

Samantha McKinley has over 15 years of experience in communications. Before managing marketing and tourism development for the Musée de Civilisation for eight years, she was head of communications for Mont-Saint-Anne and Stoneham Mountain Resort, and has worked in various cultural organizations in the Quebec City region.

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***The Festival d'été de Québec will be held from July 5 to 15, 2018 and will be presented by Bell, in collaboration with Coors Light.***

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**Information:**

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