

For Immediate Release

Resorts of Ontario announces new board of directors president.

On March 28, 2011, Resorts of Ontario held its annual general meeting and preferred supplier's tradeshow at Nottawasaga Inn and Resort located in Alliston, Ontario. Sheila Maxwell of the Briars Resort and Spa was elected as the new president of Resorts of Ontario.

Born in Scotland, Sheila grew up in Toronto where she attended York University. During her summers she worked at seasonal resorts in Haliburton and fell in love with the tourism industry. With an educational background from York, Sheila also graduated with honours from Hotel Management at George Brown College. Sheila has worked in the industry for 25 years and is currently the Director of Food and Beverage at the Briars Resorts and Spa.

Sheila has served on the Board for Resorts of Ontario for the past 8 years. She succeeded Mark Rich - Director of Sales at Blue Mountain Resort who served as president from March 2009 - 2011. As outgoing president Mark will continue to serve the board of directors as chairman of the board.

Resorts of Ontario was established in 1942. Its lodges, country inns, American plan resort hotels and housekeeping cottage resorts offer four-season vacations that symbolize the

Resorts of Ontario hallmark: Quality, Service and Dependability. Resorts of Ontario member resorts offer four season vacation opportunities and accommodations equated with quality and value. Resorts of Ontario's mission is to serve, represent and further the collective interests by providing marketing, membership and advocacy services for the resorts, lodges and inns of Ontario's tourism industry. For more information visit us at HYPERLINK "http://resortsofontario.com/media.htm" <http://resortsofontario.com/media.htm>.

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