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**For Immediate Release**

### **Truffles Group joins South Island Prosperity Partnership**

**Victoria, B.C.** – The South Island Prosperity Partnership (SIPP) is pleased to announce that The Truffles Group has joined the rapidly growing economic development agency.

“As a major player in the Greater Victoria hospitality industry, we’re thrilled to have Truffles Group onboard to add their voice and expertise to the economic conversation. Being involved in the local business community for 25 years means they have unique insight and perspective,” said Bruce Williams, Interim CEO, SIPP.

“The Truffles Group is a locally owned group of hospitality and tourism companies. We operate premier brands including Canoe Brewpub, Truffles Catering, Cascadia Liquor, Victoria Butterfly Gardens, Habitat Café, and Sequoia Coffee. We value SIPP’s contribution to diversify our economy by driving innovation and sustainable prosperity. We are excited and proud to be working with the other SIPP members to build a stronger South Island,” said Jeff Wright, Regional Manager, Marketing, The Truffles Group.

Frank Bourree, SIPP Board Vice Chair and CEO at Bourree & Associates, added “The Truffles Group is a fine example of sustained economic development. What started as a small kitchen in the old Town and Country Mall has become a leader in the hospitality and tourism sector. We are looking forward to working with The Truffles Group as we grow our South Island economic prosperity.”

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#### **Media Contact**

Taryn Malcolm

Marketing & Communications Specialist

[tmalcolm@southislandprosperity.ca](mailto:tmalcolm@southislandprosperity.ca)

(778) 676-9755

## **ABOUT SOUTH ISLAND PROSPERITY PARTNERSHIP**

The South Island Prosperity Partnership (SIPP) is the economic development organization for Greater Victoria, B.C. Comprised of 50+ members, including 11 local governments, nine First Nations, three post-secondary institutions, nine industry associations and nonprofits, and more than 30 major employers. SIPP works to bolster our region's economic and social prosperity. This will happen by catalyzing the creation of high-quality, household-sustaining jobs, so that more families can afford to live, work and build a life here. [www.southislandprosperity.ca](http://www.southislandprosperity.ca)