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For Immediate Release

South Island Prosperity Partnership appoints Douglas editor-in-chief as Director of PR and Engagement

Victoria, B.C. – The South Island Prosperity Partnership (SIPP) is pleased to announce that Kerry Slavens will be joining the team on June 22 as Director of Public Relations and Engagement.

Slavens is the long-time editor-in chief of Douglas—the South Island’s business magazine—and editor-in-chief of YAM and Spruce magazines for the Page One media brand. Prior to joining Page One, Kerry co-owned Artemis PR + Design, an award-winning branding and public relations firm. She is a popular guest speaker on business matters at events such as Ideation, and she recently co-hosted CHEK TV’s Conversations in Crisis series with Joe Perkins, interviewing local businesses dealing with the COVID-19 crisis.

“We are very excited to have Kerry join our team,” says SIPP CEO Emilie de Rosenroll. “She brings extensive communications and branding experience to SIPP, as well as strong and positive connections to the local community. I believe her talent and passion for raising the profile of the South Island will be a tremendous asset.”

Slavens succeeds Bruce Williams who was recently announced as the new CEO of the Greater Victoria Chamber of Commerce.

“I love this region and, as an editor, have always championed its vibrancy and potential,” says Slavens, “so this feels like a natural and exciting transition to me. I feel very aligned with SIPP’s goals to strengthen our region’s economic and social prosperity —and I’m excited to join such an innovative team.”

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ABOUT SOUTH ISLAND PROSPERITY PARTNERSHIP

The South Island Prosperity Partnership (SIPP) is an alliance of over 60 public and private sector partners in Greater Victoria, 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 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