

## FOX HARB'R RESORT INTRODUCES NEW SALES DIRECTOR

Pearleen Mofford brings destination, incentive, and network-building expertise to Nova Scotia's only AAA/CAA Four-Diamond Resort

**FOX HARBOUR, NOVA SCOTIA, CANADA/** August 2020 – [Nova Scotia's Fox Harb'r Resort](#) is pleased to extend the warmest of East Coast welcomes to [Pearleen Mofford](#) as their new Director of Sales. Mofford assumes leadership of the landmark oceanside retreat's meeting, incentive and corporate event business, alongside travel trade engagement, focused beyond Atlantic Canada.

"Across the entire hospitality industry, 2020 has been a story of adapting and embracing business as unusual," Fox Harb'r Resort President Kevin Toth, notes.

"Pearleen's diverse background, deep Maritimes' market knowledge, and track record of innovation complement Fox Harb'r Resort's forward focus. Her drive to present coastal Nova Scotia as a uniquely compelling, accessible, and smart place to gather and escape, matches ours."

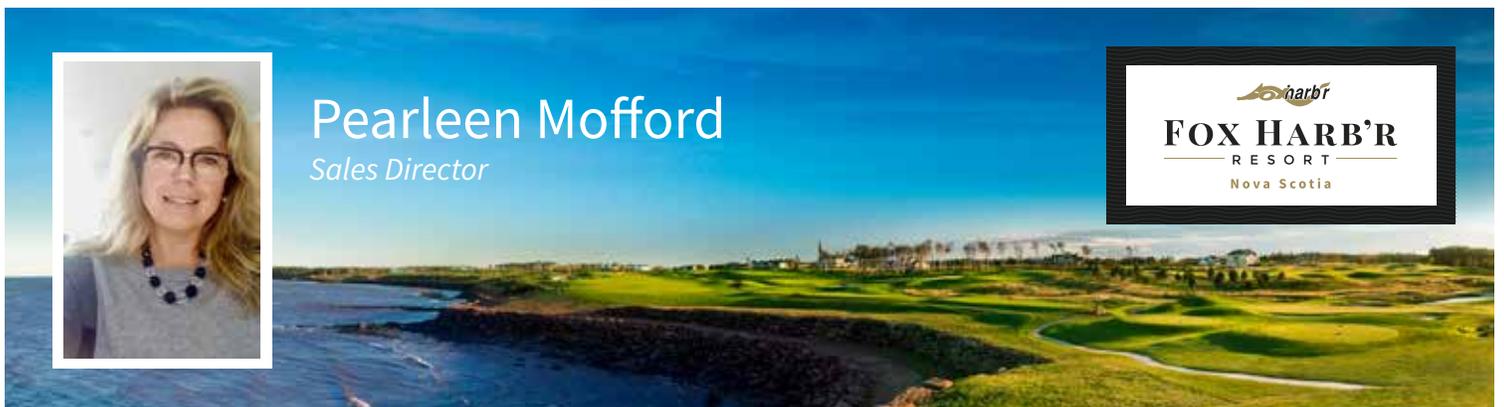
A long-time champion of the travel industry across Atlantic Canada, Mofford has collaborated with Fox Harb'r Resort in her prior role, as managing director of the region's leading destination management company. Mofford is also the [President-Elect of SITE Canada](#), the national chapter of the global authority on incentive travel business experiences, and the network of travel and event professionals who deliver them. Between 2010 and 2014, she pioneered the MPI award-winning Right Some Good, North America's original pop-up food festival.

"Naturally, I'm excited to showcase what makes Fox Harb'r Resort a must-do, for both new and familiar, clientele," Mofford says. I already feel at home with this seasoned resort team, including Atlantic Canada Regional Sales Director, [Stacy Doyle](#)."

"As an expert home of smaller, bespoke events, Fox Harb'r is uniquely positioned to share our Nova Scotia with a reconnecting world that is keen to travel and meet again."



**Pearleen Mofford**  
*Sales Director*



Mofford's success in business development is further underpinned by two decades at the helm of an integrated communications agency, providing strategic support to clients across the Atlantic region's telecommunications, oil and gas, aerospace, insurance, and education industries. She holds a BPR from Mount Saint University, is a SITE Certified Incentive Specialist (CIS), and volunteers widely, including for Halifax's Phoenix House youth programs.

To contact Fox Harb'r Resort's new Director of Sales, Pearleen Mofford, email:

[pmofford@foxharbr.com](mailto:pmofford@foxharbr.com)

To explore Fox Harb'r online, go to <https://www.foxharbr.com/events>

**ABOUT FOX HARB'R:** The dream made reality of Canadian icon Tim Hortons' co-founder and philanthropist, Ron Joyce, [Fox Harb'r Resort](#) flows along Nova Scotia's sunrise side, the [Northumberland Shore](#). Its promise, "luxury without pretension" in a uniquely private destination. Located 90 minutes drive from Halifax, Nova Scotia and Moncton, New Brunswick, this CAA/AAA Four-Diamond and Canada Select Five Star retreat also has its own 5,000-ft., fully-service runway and aircraft hangar.

Fox Harb'r is best known as home to one of the [best-rated championship golf courses in Canada](#), an inspired mix of both parkland holes, and traditional links-style play. This 1,100-acre retreat also encompasses all-suite accommodations for up to 170 guests, a dedicated [meeting facility](#), and more stand-out venues.

Additional [Fox Harb'r on-site activity options](#) include the top sporting clay shooting facility on the East Coast, horseback riding, sea kayaking, boat cruises from the deep-water marina, and an award-winning spa. Rounding out this singular oceanside experience – a lighthouse, a vineyard, greenhouses, and over 16 km of nature trails. Visit [www.foxharbr.com](http://www.foxharbr.com)

**CONTACT:**

Anne White

Get Fresh Press

[anne@getfreshpress.com](mailto:anne@getfreshpress.com) 416-450-4452

