



FOR IMMEDIATE RELEASE

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Contact: Shannon Guihan, Executive Director

Email: Shannon@theicarusfoundation.com

The Icarus Foundation Announces Executive Director

The Icarus Foundation gains momentum in addressing the tourism industry's role in climate change

As The Icarus Foundation continues to gain forward momentum, they recently named Shannon Guihan as Executive Director. With over ten years experience in the tourism industry working with hoteliers, tour operators, government and industry associations, Guihan most recently spent two years with the international bike and walk tour company Butterfield & Robinson. During her tenure with Butterfield, Guihan developed company sustainability initiatives, as well as establishing a Butterfield & Robinson Sustainable Tourism Scholarship available to students of Ryerson University's Ted Rogers School of Hospitality and Tourism.

Founded by industry leaders and experts Anna Pollock, Dr. Rachel Dodds, Dr. Sonya Graci, Joe Kelly Pat Corbett and Dr. Peter Williams, the Icarus Foundation is a not-for-profit environmental, policy, research and education organization focused on sustaining a climate friendly tourism industry. The only national organization focusing on the relationship between the tourism industry and climate change, the Icarus Foundation provides practical information, programs and research that enables hosts and guests to minimize the greenhouse gases generated by tourism activity. The Icarus Foundation's mission is to 'To be the catalyst that helps Canada become a climate friendly tourism destination'.

For more information about climate change and tourism, visit www.theicarusfoundation.com.