



## MEDIA RELEASE

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**RE: Eileen Davage is Amherst's newest culture, marketing and events co-ordinator**

**AMHERST, Nova Scotia** – Eileen Davage has joined the 'A' team as a culture, events and marketing co-ordinator.

The native of Southampton, N.S., will work in collaboration with Jennifer Bickerton, also a culture, events and marketing co-ordinator, to plan, organize, supervise and co-ordinate cultural and marketing activities and initiatives for the town.

"Eileen comes to us with a great deal of marketing and planning experience," CAO Greg Herrett said. "She will play a key role in developing, planning and marketing events that show residents and visitors alike that Amherst is a great place to live, work and play.

"We welcome her and look forward to working with her."

After graduating from Parrsboro Regional High School, Davage went to Mount Allison University for a year, but determined that commerce wasn't her calling. She then moved to Halifax where she attended CompuCollege School of Business, taking courses in business administration and travel, tourism and hospitality.

The next 15 years saw her doing the marketing, promotion and advertising for two Halifax firms.

During this time, she met her husband, Bill, a member of the Royal Canadian Airforce. They



**Eileen Davage, Town of Amherst culture, events and marketing co-ordinator.**



have two children, Madeleine, 12, and Sam, 8.

Her husband's military career saw the family posted to Germany, Winnipeg, Man., and North Bay, Ont. While in Winnipeg she did social media, graphic design and marketing work for Mary Kay. In North Bay, she was an administrative assistant for a property management firm.

Eighteen months after arriving in North Bay, her husband retired after 31 years in the military, They decided to live in Amherst because it was close to family – her parents, brother and sister still live in Cumberland County – and they felt living in town gave their children opportunities in both school and extracurricular activities.

The family arrived in Amherst in September, about the same time the town was advertising for the position.

“I was actively looking for something that would suit me and my background,” Davage said. “I came across a post on Facebook for this position. I was instantly super excited about it. It felt like the job was written for me.”

Dec. 9 was her first day on the job. She will report to Cheryl Laliberté, the town's community well-being manager.

“People are super friendly, very welcoming and excited for me to start, almost as much as I am to get started,” Davage said. “I'm eager to roll up my sleeves and begin work.

“I'm very much looking to make a very positive impact in my new hometown. This job facilitates the opportunity for me to do that. I've always wanted to leave a place better than I found it. Now I have the opportunity to do that.”

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