

FOR IMMEDIATE RELEASE

Travel Drumheller Announces Departure of Executive Director Julia Fielding

Drumheller, Alberta – September 18th 2025 – Travel Drumheller announces that Executive Director Julia Fielding will be stepping down from their role, effective September 28 2025.

Julia Fielding has served as Executive Director since 2020, playing a pivotal role in advancing the organization's mission to be an iconic year-round destination grounded in community. Highlights of their leadership included the creation of the Drum Discovery Ambassador training program, the community pride I Love Drumheller Valley campaign, becoming a priority destination for Travel Alberta and the most positive resident sentiment surveys in the province.

"Julia Fielding has been a great leader and advocate for our work," said Ryan Semchuk, Board Chair of Travel Drumheller. "Her dedication, passion, and vision have helped shape who we are today. We are deeply grateful for their service and wish them the very best in their next chapter."

"It has been an honour to lead Travel Drumheller and work alongside such a committed team," said Julia Fielding. "I am proud of what we've accomplished together and confident the organization will continue to thrive."

In the coming weeks, the Board of Directors will initiate the search for a new Executive Director to further build on this strong foundation.

About Travel Drumheller

Travel Drumheller is a not-for-profit Destination Marketing Organization dedicated to promoting Drumheller and the Canada's Badlands as a premier, year-round tourism destination. By supporting local businesses, fostering community pride, and developing authentic experiences, Travel Drumheller helps position the region as one of Canada's most iconic places to visit. From world-class attractions like the Royal Tyrrell Museum to unique events, culinary experiences, and natural wonders, Drumheller is a place where history, adventure, and community come together.

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