



**For Immediate Release**  
**January 23, 2018**



## **Bluewater Radio Board of Directors Announces Addition of New General Sales Manager, Ellen White**

**Hanover, ON** – Bluewater Radio’s Board of Directors is pleased to announce the addition of a new General Sales Manager to the team. With more than 25 years’ experience in radio, television, media and small business development, Ellen White brings a wealth of experience and ideas to grow Hanover and area’s Community Radio Station.

A mother of five, grandmother and foster mother to 22 Ellen recently moved residence to a lovely farm in the area with her spouse Bob, a recent retire from the OPP.

With many years as a Motivational Speaker, Ellen has had the opportunity to speak to sold-out crowds in Canada and the US. She has previously sat on several boards for museums, community centres, immigration councils and the Canadian Cancer Society. She has a long history of volunteer involvement as a literacy tutor, infant development worker and anti-poverty worker. She has provided pro bono media services to animal shelters, hospices and other causes. She currently volunteers with micromentor.org providing free consulting services to small businesses.

Ellen is thrilled to be working one-on-one with businesses in the region. She explains that she chose Bluewater Radio because of the opportunity to work with friendly people in a growing community and to sell a product that she really believes in. “The research shows that radio is still an excellent, inexpensive option for business owners looking to increase traffic and revenue,” said Ms. White, “and I am happy to bring my experience about what works and what doesn’t to the wonderful selection of businesses in this community.”

Bluewater Radio General Manager, Andrew McBride, added, “We are excited to have Ellen join the Bluewater Radio team. Ellen brings a wealth of experience in radio sales, marketing and promotion. She will focus on servicing our current advertisers and assist new and existing businesses develop their marketing and promotional needs.”

Bluewater Radio strives to be the eyes, ears and voice of the community. A hub of information delivered in a safe environment, Bluewater Radio delivers local content and programming to the region and looks forward to growing community connections and business in the area it serves.

To connect with Ellen to discuss your business needs, please contact her at Bluewater radio, 519-364-0200 or email [sales@bluewaterradio.ca](mailto:sales@bluewaterradio.ca).

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For additional media inquiries, please contact:

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