
Town names Leah Letford as next Communication Specialist

FOR IMMEDIATE RELEASE
August 12, 2021

Pelham, ON – The Town of Pelham has named its next Communications Specialist. Leah Letford, the Town’s current Special Events and Festivals Programmer since March 2020, will assume the role under CAO David Cribbs on September 13, 2021.

Letford’s career in marketing and communications has provided varied experience in both dedicated marketing co-ordinator roles and as a freelancer. The marketing foundation established early in her career has been utilized in each of her previous roles and most notably in her most recent role with the Town in the promotion of Town lead events including the Hoppin’ Easter and the June 30 for 30 challenge, where Pelham placed 15th in the province.

“A strong communicator with a passion for public relations and community events, Leah demonstrated herself to be the ideal candidate, possessing a strong commitment to excellence” said CAO David Cribbs. “I congratulate Ms. Letford on obtaining her new position.”

Letford is an award winning, Niagara College graduate from both the advanced Business Administration Marketing program and the Event Management Post-Grad program. A top 30 under 30 winner in the hospitality industry and most recently the recipient of the Business Link top 40 under forty for 2021. No stranger to the community, Leah is a long-time Pelham resident and a dedicated community volunteer. Her community ties and her communication and marketing creativity will be great assets to the role.

The Town is pleased to fill this position from within, continuing to focus on a culture of mentorship and career succession.

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