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MEDIA RELEASE

Royal BC Museum Board appoints Tracey Drake as Acting CEO

VICTORIA, BC — The board of directors of the Royal BC Museum is pleased to announce that Tracey Drake has been appointed to the role of Acting Chief Executive Officer, effective August 2, 2023. In her new role, Drake will continue to oversee museum operations, archives, and IMAX® Victoria, as well as the critical work underway with community engagement, UNDRIP implementation and the Collections and Research Building project.

“The Royal BC Museum is a busy place and we need stability over the next while as we work on key initiatives such as the new Collections and Research Building, community engagement and museum modernization. With Tracey’s passion for the museum, her intimate knowledge of the work and her collaborative leadership style, she is the perfect choice.” said Leslie Brown, Royal BC Museum, Board Chair.

An experienced and multidisciplinary senior executive, Drake joined the museum in 2021 as Head of Marketing, Communications and Business Development and was promoted to Vice President of Strategic Operations. Passionate about the importance of the role of the museum in truly representing diverse communities across BC, she will steward the modernization of the museum. With a collaborative leadership approach to realizing transformative change and organizational stability, Drake has the knowledge and skills to continue to focus on advancing the museum’s strategic direction.

Prior to joining the Royal BC Museum, her career in executive leadership and strategic management consulting spanned more than two decades, working with high profile organizations across the tourism, luxury lifestyle, cultural and non-profit sectors. Deeply committed to community, Drake has worked tirelessly for numerous charities, including BC Children’s Hospital Foundation, BCSPCA and Dress for Success, served for several years as Board Chair for the annual BCCHF Festival of Trees Victoria, and was recognized as a National Philanthropy Day finalist for her significant fundraising efforts.

Drake holds an MBA from the University of Leicester, Executive Strategic Leadership and Change Management education from Cornell University, and an AA in Tourism/Hospitality Management from Algonquin College.

— 30 —

About the Royal BC Museum: The Royal BC Museum explores the province’s human history and natural history, advances new knowledge and understanding of BC, and provides a dynamic forum

for discussion and a place for reflection. The museum and archives celebrate culture and history, telling the stories of BC in ways that enlighten, stimulate and inspire. Located in Victoria on the traditional territory of the Lekwungen (Songhees and Xwsepsum Nations), we are a hub of community connections in BC—on-site, off-site, and online—taking pride in our collective histories.

For tickets to IMAX® Victoria and the Royal BC Museum, including combo tickets for both attractions, visit: [Tickets](#)

For unlimited express entry to the Museum, and a whole host of other perks, visit: [Membership](#)

For information about visiting the Royal BC Museum, visit: [Plan Your Visit](#)

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