



FOR IMMEDIATE RELEASE
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Anita Rich Named Recipient of 2021 Cruise Vision Award

(St. Johns, NL) - Cruise Newfoundland and Labrador presented the 2021 Cruise Vision Award today during the organization's Annual General Meeting. The Cruise Vision Award is presented annually to an individual, group or business that has demonstrated a commitment to the provincial cruise industry while contributing significantly to the growth of the industry in Newfoundland and Labrador. The 2021 Cruise Vision Award was presented posthumously to Anita Rich of Rigolet, Labrador. Sadly, Anita passed away in a snowmobile accident in March 2020.

Anita Rich began working in the Division of Tourism with the Nunatsiavut Government in 2018. She received a Diploma in Visual Arts from the Bay St. George Campus of College of the North Atlantic and later studied at Lakehead University in Thunder Bay, ON, completing a BA in Outdoor, Recreation, Parks and Tourism in 2019. In her role as Tourism Development Officer, she worked on a number of tourism files, including cruise coordination and development.

Passionate about her culture, Anita saw many opportunities to help preserve the stories of the Labrador Inuit and develop them into experiences that could be shared with cruise visitors from around the world. By providing guidance and working closely with stakeholders, she ensured that the communities in Nunatsiavut were prepared for the arrival of cruise passengers. She coordinated the cruise ship visits and worked very closely with the communities, helping them to showcase authentic experiences and unique aspects of each community.

Jillian Larkham, Director of Nunatsiavut Tourism, accepted the award on behalf of the Rich family. As a former colleague of Anita and one of the award co-nominators, she was pleased to share a message from the Rich family with those attending the AGM. On behalf of Nunatsiavut Tourism and co-worker Ruth Jacque, Larkham also stated, "We were saddened to lose Anita but will continue with her work and her vision. We will always remember her love for her home, her people and our stories and her vision to share these with the world."

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For more information, please contact:
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Cruise Newfoundland and Labrador (CNL) is a non-profit organization dedicated to marketing Newfoundland and Labrador as an international cruise destination. The Cruise Vision Award has been presented annually since 2005.