

Colleen Ritchie, *Executive Director*



Colleen's broad array of experiences is something she takes great pride in. She has done it all, everything from landscaping to founding a catering company. But her real passion is in event production and sponsorship activation.

Born and raised a Haligonian, Colleen is the founder of the Go To group. After obtaining her advanced diploma in public relations from Nova Scotia Community College, she began her nine-year career with Progress Media Group.

Starting as a public relations intern, Colleen worked her way through the organization eventually becoming the Manager of Events and Promotion. Annually, she worked with close to 70 sponsors helping them leverage their sponsorship opportunity, while producing four major events. Eventually she decided to take her expertise to an entrepreneurial level and founded the Go To group.

In September of 2010, as the co-organizer, she helped move the Word on the Street festival back to the street. The festival is now a client and she has taken on the role of executive director.

An author Colleen would love to have dinner with, David Sedaris.