

BACKGROUNDER

Saskatchewan! campaign

Rob Fuller, Regina

Chef Rob Fuller, co-owner of Zest Restaurant and Director, Marketing & Food Creation for FarmPure Foods, is a true genius with food presentation and taste. His past travels around the world and five-star clientele have allowed Rob a great opportunity to hone his skills and bring a plethora of flavours and ideas to the menus he creates. Rob obtained his qualification papers in England and worked for the world famous Ritz Hotel in France, owned by the Fayed family. He has a long list of high profile clientele including Giorgio Armani, Danielle Steele, Lee Iacocca, Sting and Al Fayed to list a few. Rob and his awesome wife Cathy, a Regina physician, have two great children.

“Saskatchewan has a lot to offer. We have a good quality of life, diversity of cultures, cuisine, tastes, and even the weather. We can afford to go places, far and wide from Regina to Auldabi.” Rob Fuller, January 2007

Keri Fox, Swift Current

Born in Regina and raised in Prince Albert, Keri Fox developed an interest in the Skilled Trades during high school, where she took an electrical course as an elective. Keri worked with her school’s electrician as part of the School to Work transition program at Carleton Comprehensive High School. She then spent four years of field training in Prince Albert and Moose Jaw to become an electrician. After working for a number of electrical companies in Saskatchewan, Keri became a co-owner of Moose Jaw’s Regal Electric, which employs about ten people. She commutes daily from Swift Current to Moose Jaw, but still has ample time to spend with her partner, Scott (who owns a restaurant), and their two daughters.

“In Saskatchewan, it’s a lot easier to juggle family life and career. I’ve seen lots of trades people go to Calgary and they figure out that they can’t afford it, the cost of living is higher, so they’re moving back here.” Keri Fox, January 2007.

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The Sheepdogs, Saskatoon

The Sheepdogs are a young rock and roll band hailing from the City of Bridges via Prince Albert, Ontario, Australia, and Saskatoon itself. The band is led by the powerful vocals of Ewan Currie, who splits 6-string duties with Leot Hansen. Bassist Ryan Gullen and drummer Sam Corbett complete the foursome, who came together in the summer of 2004 and have been going non-stop ever since. They have played at the legendary Horseshoe Tavern in Toronto, opened for Matt Mays and El Torpedo in Saskatoon, and performed for a crowd of 30,000 people at the Saskatoon Centennial Celebrations. The Sheepdogs debut CD of completely original tunes was released in January 2007.

“We’ve been to a lot of great cities that are a great place to visit. Saskatoon is a great place to LIVE!” Sheepdogs, January 2007.

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