



Tuesday, January 24, 2023

FOR IMMEDIATE RELEASE

Toronto Railway Museum (TRM) appoint new Marketing Committee Chair

Toronto, ON- The Toronto Railway Museum (TRM) today announced the appointment of **Mario Chiofolo, as Marketing Committee Chair**. "We are thrilled to have Mario lead our marketing initiatives and bring new insights to the museum's future while supporting our mission". said Pat Ressa, Board Chair. "Since joining the marketing committee in 2022, he helped the museum with its rebranding effort internally and externally, along with guiding its online presence, and partnership".

Mario is a strategic marketing leader and creative thinker with the curiosity and knowledge to bring innovative concepts to market. With strong experience in retail and consumer goods sector, he has a solid understanding of brand building, strategic planning and creative content management to generate awareness, consumer interest and ultimately drive attendance, key to the museum growth plan.

"TRM renewed leadership team and solid strategic direction makes it an exciting time to join the museum". said Mario Chiofolo "I am looking forward to lead the marketing committee and develop insightful marketing strategies and initiatives to drive TRM's brand awareness and business goals".

Pat Ressa
Board Chair
Toronto Railway Museum

About TRM

Toronto Railway Museum (TRM) is located in Roundhouse Park, across from the CN Tower, in the heart of downtown Toronto. We share the stories of Toronto's railway history. With one of the largest collections of Toronto-based artifacts in Ontario, including locomotives, rail cars, historical photos, and documents. The Toronto Railway Museum's most important goal is to preserve the legacy of rail in the City and tell its story.

