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Saskatchewan

# News Release

IMMEDIATE RELEASE

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## **ZANE BUCHANAN INTRODUCED AS THE PROVINCE'S 2019 SASKATCHEWANDERER**

Raised in Saskatchewan, but with experience living and working away from the province, Zane Buchanan will bring a unique perspective to the role as 2019 Saskatchewaner. He has a passion for the arts and social media blogging, and looks forward to meeting the people who make the province an inviting destination.

"Along with my travel companion – my trusty dog, Stedman – I'm eager to expand on the legacy left behind by the seven unique and talented wanderers who preceded me," Buchanan said. "Aside from exposing the evident natural wonder of Saskatchewan, I'm keen on giving a voice to the many inspiring entrepreneurs, artists and diverse communities that our province has to offer."

Buchanan grew up on an acreage near White City. He spent time in eastern Canada and on the west coast, pursuing an education and working in broadcasting, theatre and social media before applying to become the next Saskatchewaner. Along with a diploma in broadcasting for web, radio and TV, he earned a bachelor of music theatre performance and completed a comedy writing course. He nurtures his appetite for knowledge and learning through continuing education courses with Simon Fraser University

"The Saskatchewaner has the unique opportunity to encourage travel to and within our province by sharing experiences on social media and the Saskatchewaner blog," Parks, Culture and Sport Minister and Minister Responsible for Tourism Saskatchewan Gene Makowsky said. "With nearly 90,000 followers on Facebook, Instagram and Twitter, the Saskatchewaner is an influential ambassador for the province."

"It is a pleasure to welcome Zane Buchanan as the 2019 Saskatchewaner," Tourism Saskatchewan CEO Mary Taylor-Ash said. "Zane has the right combination of an outgoing personality, creative nature and impressive skills to succeed in the role. He will carry on the legacy of past Saskatchewaners with great enthusiasm. We look forward to the discoveries and stories that Zane will share across social media."

CAA continues as the official sponsor of the Saskatchewaner, renewing its support annually since the program launched in 2011.



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“CAA Saskatchewan is very pleased to return as the official sponsor of the Saskatchewaner program,” CAA President and CEO Fred Titanich said. “With more than 100 years of successful business experience in the travel, insurance, roadside assistance and automotive maintenance sectors, we too, like to promote Saskatchewan as the best place to live, work, and play. We also want to keep the Wanderer safe behind the wheel, which is why, since the program started in 2011, we have provided a vehicle, a CAA Saskatchewan membership and gas vouchers. On behalf of our board of directors, staff and valued members, we wish Zane all the best as he starts his journey as the 2019 Saskatchewaner.”

The Saskatchewaner program is an inter-ministerial partnership that involves Tourism Saskatchewan and the Ministries of Agriculture, Trade and Export Development and Parks, Culture and Sport.

Follow Zane’s year of wandering the province on Facebook at [www.facebook.com/skwanderer](http://www.facebook.com/skwanderer), Twitter @skwanderer, Instagram @saskatchewanwanderer or YouTube at [www.youtube.com/user/skwandererofficial](http://www.youtube.com/user/skwandererofficial).

Read up on his latest adventures by visiting [www.saskatchewaner.ca](http://www.saskatchewaner.ca).

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