

## **Acadia Broadcasting Corporation Announces Leadership Transition: Shelley Snodgrass Appointed President**

**Saint John, NB – August 14, 2025** – Chris Pearson, President of Acadia Broadcasting, is pleased to announce that effective December 1<sup>st</sup>, Shelley Snodgrass will be the incoming President as he transitions to retirement. Chris is retiring after an extraordinary career spanning nearly four decades with the company. Chris will remain on in an advisory role to support the transition.

Chris Pearson has been a cornerstone of Acadia Broadcasting's growth and success, leading the organization with integrity, vision, and a deep commitment to local broadcasting. Chris will continue his role as President of the Ontario Association of Broadcasters and continue to serve on the Canadian Association of Broadcaster's CEO Radio Council.

"It has been the privilege of a lifetime to serve Acadia Broadcasting and the communities we are in," said Chris Pearson. "I'm incredibly proud of what we've accomplished together, and I have full confidence in Shelley's leadership. Her passion for our industry and her strategic insight will guide Acadia into an exciting new chapter."

Shelley Snodgrass, currently Senior Vice President, has been with the company for 9 years. She has been instrumental in supporting Chris in the growth of the company through radio station acquisitions and the launch of a new digital brand, RoundTable Creative. Shelley is poised to lead Acadia Broadcasting with a focus on growth, digital transformation, and local community impact.

"I'm honoured to step into this role and build on the legacy Chris leaves behind," said Shelley Snodgrass. "Acadia Broadcasting has always been about connecting people and telling the stories that matter. I look forward to working with our talented teams to continue delivering exceptional content and service to our listeners and partners, and results to our many advertisers".

The company extends its deepest gratitude to Chris Pearson for his remarkable leadership and contributions and warmly welcomes Shelley to the role as she begins this new journey.

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