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Choice Hotels Canada announces recipient of the 2024 Mark Pearce Memorial Scholarship



Toronto, ON (January 9, 2025) – Choice Hotels Canada is pleased to announce the 2024 recipient of the Mark Pearce Memorial Scholarship: Elliott Rivard. Elliott is currently enrolled at TELUQ University working towards earning his post-secondary Tourism Management Certificate as well as the Hotel/Motel Administration certificate at Northern Lights College. In addition, he has spent the last two years working as the Night Auditor at the Quality Suites in Victoriaville, Quebec.

The scholarship was created in memory of Mark Pearce, who was Senior Vice President, International Division, for Choice Hotels International and former head of the Canadian office. Mark embodied the spirit of hospitality and always went above and beyond to make sure everyone felt 'Welcome, Wanted and Respected'. The \$2,500 legacy scholarship is designated for post-secondary education in the hospitality and tourism industries.

“I am so grateful for this opportunity to further develop my hospitality skills” says Elliott Rivard, recipient of the 2024 scholarship. “Pursuing a career in hospitality and tourism excites me because it combines my passion for human connection, cultural exploration and service excellence”

Elliot’s commitment to hospitality is evident in both his educational pursuits as well as his workplace experience. Before joining the team at Quality Suites Victoriaville, he also held two roles at Hôtel Le Victorin - including front desk attendant, as well as night auditor.

“We are proud to support the future generation of hospitality leaders,” says Brian Leon, CEO of Choice Hotels Canada. “Elliott embodies Mark Pearce’s passion for hospitality, and we are delighted to award him with this scholarship.”

The Mark Pearce Memorial Scholarship is intended to help support careers in the hospitality and tourism industry and elevate the next generation of industry leaders with a focus on hotel or restaurant management. Jointly funded by Choice Hotels Canada and the Choice Canada Franchise Advisory Board (CCFAB), applications are open to franchise owners, hotel level associates, Choice Hotels Canada head office staff, as well as their dependent children.

“In this field of work, every interaction is an opportunity to create memorable experiences for people from all over the world and I love the idea of being part of someone’s journey,” Elliott added. “The hospitality industry offers a dynamic environment where no two days are the same. This fuels my desire for personal growth, challenges me to think creatively and pushes me to improve.”



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