

FOR IMMEDIATE RELEASE
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BC'S TOURISM COLLEGES AND INSTITUTES BACK GO2'S MOVE ON UP CAMPAIGN

VANCOUVER, BC - Twenty-two of British Columbia's tourism colleges and institutes, both public and private, have made a financial commitment to support the MOVE ON UP tourism career awareness campaign, launched by go2, B.C.'s tourism human resources association. This marks the first time such a large contingent of educational institutes have rallied behind a provincial industry tourism career awareness initiative.

Terry Hood, General Manager of the BC Centre for Tourism Leadership & Innovation said, "It has been most encouraging to see the great show of support by B.C. post-secondary tourism programs and we think this bodes well for good collaborative work in the future. We look forward to discussing ways that the centres, faculty and students in these provincial programs can serve as additional resources to spread the message about careers in tourism."

MOVE ON UP is a province-wide campaign launched by go2 in February 2006 as part of the tourism industry's response to a skilled labour shortage that threatens to curtail the industry's growth and affect service levels.

It includes radio and print advertising, public relations initiatives, attendance at provincial career fairs and presentations to high school, college students and agencies representing immigrant, aboriginal and other under-represented labour groups. The campaign will direct people to an interactive website, www.MoveOnUp.ca, with comprehensive information on tourism career paths and salary levels, training and education programs, as well as a job board linking job seekers with employers.

"Businesses in every sector of the industry will be looking to fill 84,000 new positions in a wide range of careers over the next decade and we need to work closely with the educational institutions of B.C. in order stay ahead of that need," said Arlene Keis, CEO of go2. "This level of unprecedented support from educational institutions is a great boost to the campaign and we value their partnership moving forward."

Contributing organizations include: Vancouver Premier College, Tourism Training Institute, Canadian Tourism College, Eton College, BC Centre for Leadership and Innovation in Hospitality, Capilano College, Okanagan College, Camosun College, Selkirk College, Vancouver Central College, Malaspina University College, Douglas College, North Island College, College of New Caledonia, Royal Roads University, Vancouver Community College, Greystone College, Ridge Meadows College, College of the Rockies, Northwest Culinary Academy of Vancouver, Northwest Community College, and the BC Centre for Tourism Leadership & Innovation.

About go2

Established in April 2003, go2 is the B.C. tourism industry's human resources association. go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth.

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For more information on go2 and human resource development initiatives for B.C.'s tourism industry, visit www.go2hr.ca.

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