

**FOR IMMEDIATE RELEASE**  
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## **MOVE ON UP™ “WORK THE DREAM” CONTEST WINNERS CHOSEN**

***Winners will spend a day working their dream jobs in the rapidly expanding tourism industry, thanks to go2***

**Vancouver, BC** — A group of fourteen energetic and ambitious British Columbians—winners of go2’s MOVE ON UP “Work the Dream” contest—are starting to test-drive their dream jobs in the growing tourism industry.

The successful autumn radio and web contest attracted entries from across the province again for its second time running. It offered BC youth who are passionate about tourism the chance to gain hands-on experience and invaluable career contacts in tourism-related jobs that they believe will make them excited about going to work every day.

Contest entrants asked to be placed in a wide range of dream jobs—from working as guest services director at a ski resort, to preparing fresh west coast cuisine in a busy restaurant, to providing public relations services to clients specializing in tourism and hospitality.

The “Work the Dream” contest is part of go2’s MOVE ON UP campaign, a province-wide career awareness marketing initiative that recently wrapped up its fall advertising phase. The contest, which ran on radio stations in Victoria, Lower Mainland, and Kelowna, asked entrants to complete a short questionnaire and explain why they should be selected to “Work the Dream.”

Contest winner Ron McNerney of Kelowna will spend a day job-shadowing the director of guest services at Big White Ski Resort. McNerney has spent four years transitioning from a sales career into a tourism career. “Now I would like to push my passion further with my dream job—in customer/guest services for a well-known organization,” he wrote in his contest entry.

Jennifer Mancinelli of Coquitlam will spend a day shadowing the the general manager of the Delta Airport Vancouver Hotel. “I have never worked in a hotel before but I think about it all the time. Working with a general manager for a day would help me to decide where in a hotel I could start my career path and the knowledge and experience they have would help to answer my many questions,” wrote Mancinelli in her contest entry.

While the success of the MOVE ON UP “Work the Dream” contest proves that interest in tourism-related careers is high, demand for tourism workers is expected to climb even higher.

“Tourism offers one of the best career choices for upward growth. The sector is expanding, and that means people with the right mix of education, skills and drive can move up quickly,” said Arlene Keis, CEO of go2. “BC spends millions of dollars to attract visitors to our province and we need to ensure that there are enough people in place to deliver a consistent quality experience for our visitors when they get here, in every season.”

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BC's tourism industry currently ranks as one of the province's largest and fastest-growing sectors, directly employing 117,900 people and contributing approximately \$9.8 billion to the provincial economy. Tourism in BC is expected to generate 84,000 new job openings over the next decade.

For more information about the MOVE ON UP program and careers in the tourism industry, visit [www.MoveOnUp.ca](http://www.MoveOnUp.ca).

### **About go2**

Established by the BC tourism industry in April 2003, go2 is the resource for people in tourism. go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. For more information about go2 visit [www.go2hr.ca](http://www.go2hr.ca).

<b>Name</b>	<b>City</b>	<b>Dream Job</b>	<b>Prize provider</b>
Ron McNerney	Kelowna	Director of Guest Services & Indoor Events	Big White Ski Resort
Anita Chan	Vancouver	Travel Journalist	Judi Lees
Ryan White	Burnaby	Ski Patrol	Whistler Blackcomb Ski Resort
Pauline Afrooz	North Vancouver	Event and Marketing Coordinator	Harbour Cruises
Leanne Leslie	Port Coquitlam	Hotel Sales and Marketing	Delta Vancouver Airport Hotel
Ryan Stokes	Port Coquitlam	Executive Chef	BC Chefs Association
Jennifer Mancinelli	Coquitlam	General Manager (Hotel)	Delta Vancouver Airport Hotel
Rochelle McKenzie	Surrey	Human Resources Director/Manager (Hotel)	Renaissance Vancouver Hotel Harbourside
Tara-Lee Bosma	Surrey	Event and Marketing Coordinator	Whistler Blackcomb Ski Resort
Byron Horbaty	Chemainus	Events Coordinator	Mount Washington Alpine Resort
Kelly Nichols	Brentwood Bay	Restaurant Manager	Brentwood Bay Lodge
Mary Morris	Victoria	Executive Chef	Victoria Chefs Association
Niki Stitt	Victoria	Public Relations	Tartan Public Relations
Zachary Jansen	Victoria	Outdoor Adventure Guide	Great Pacific Adventures

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