

**FOR IMMEDIATE RELEASE**  
**November 8, 2004**

**go2 IS PLEASED TO ANNOUNCE THE APPOINTMENT OF  
DEBBIE YULE AS PROGRAM MANAGER**

**VANCOUVER, BC** - go2, the BC tourism industry's human resources organization, is pleased to welcome Debbie Yule to the role of Program Manager. She will be responsible for leading go2's tourism career awareness and employer recognition programs, and managing the future development of go2's portal website.

Ms. Yule brings extensive tourism and business management experience to go2. Her tourism background includes co-owning and operating a sailing tour company, and 10 years of frontline restaurant experience. She has held corporate positions working with TELUS and Superpages.ca (Dominion Information Services) in marketing, strategic planning, business development, project management, quality and process improvement. Debbie holds a Bachelor of Commerce (Marketing) from U.B.C.

**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. BC tourism currently ranks as one of the province's largest economic sectors in terms of employment and revenue; directly employing 117,500 people and projected to be worth \$9.4 billion in visitor revenue in 2004.

For more information on go2 and human resource development initiatives for BC's tourism industry, visit [www.go2hr.ca](http://www.go2hr.ca).

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