

FOR IMMEDIATE RELEASE
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go2 APPOINTS MARKETING MANAGER

VANCOUVER - Arlene Keis, CEO of go2, announces the June appointment of Lynne Henshaw to the newly created position of Marketing Manager.

Henshaw takes on the development of marketing, sales, branding, communications, and public relations strategies. Formed in 2003, go2's mandate is to lead BC tourism's plan to attract 84,000 new workers between now and 2012, including 34,000 related to the 2010 Olympics.

Keis views the appointment as the next step to take go2 to a higher level of exposure.

"The need to develop HR products and programs of substance drove our first year activities. We have been focusing on building the foundation and we're now ready to step up our presence in the marketplace." Continues Keis, "Our goal is to provide top-notch products and services to support BC tourism businesses in becoming workplaces of choice through progressive, smart management practices, and to ensure the industry as an employer is branded effectively in the public domain."

Henshaw holds over 10 years' experience in marketing and communications and a B.A. degree in Visual Communications from Western Washington University. Her outstanding management of marketing and communication campaigns have provided maximum return on investment, increased exposure, and enhanced brand recognition for companies such as Epson Canada, Fireplace Products International, Sun Microsystems, and Autoprise Solutions Canada.

In her most recent role, she worked with the hospitality industry to help restaurant clients improve their operational environments through point of sale software.

Henshaw is an active volunteer within the high tech and marketing communities and currently serves as Communications Director on the board of the BC Chapter of the American Marketing Association (BCAMA). She was previously involved with DigitalEve Vancouver as Co-Executive Director.

BC tourism currently ranks as one of the province's largest economic sectors in terms of employment and revenue. The industry is tackling key issues affecting workforce growth including, among other things, stiff competition for qualified workers by other industries, a decline in youth entering the labour pool, and the perception that tourism jobs are entry-level and low paying.

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(photo attached)