

FOR IMMEDIATE RELEASE
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**CAREERS IN THE SNOWSPORTS INDUSTRY THE FOCUS
OF GO2'S FALL MOVE ON UP™ CAMPAIGN**

Vancouver, BC – For winter tourism in BC, go2, BC's tourism industry human resources association, says there is "no business like snow business!" This fall, go2's MOVE ON UP tourism career awareness campaign is all about being very cool - snow cool in fact, that people interested in moving on up in tourism are being encouraged to consider a dream career in this industry.

Virtually every community in BC has some form of ski or snow-related business. However, what is lacking are workers to fill the myriad of positions available. Investment in BC's ski resorts has never been higher, and the traditional snowsports business is now operating year round in many cases, increasing the number of employment opportunities in the industry.

To address this need, go2 recently partnered with the Canada West Ski Areas Association (CWSAA) to help this industry address labour shortages. The partnership includes the launch of a new web portal that is accessible from go2's website, www.go2hr.ca. Along with detailed information about the snowsports industry, it showcases the need for workers in areas outside of a traditional "boards and poles" positions such as mountain operations, sales and marketing, accounting, human resources, computer systems and general business management.

And to help spread the word, CWSAA member volunteers will also be working side-by-side with go2 at career fairs in the Fraser Valley, Victoria, Kelowna, and Vancouver promoting the snowsports industry.

"MOVE ON UP, along with our partnership with Canada West Ski Area Association, helps us profile an area within the tourism industry where growth potential will only happen if there are enough staff to work the jobs that are created," says go2 CEO Arlene Keis. "Overall, the BC tourism industry will require over 84,000 new workers for a wide range of tourism careers by 2015 and we need to be creative to attract these workers."

As part of the campaign, go2 has once again launched its *Work the Dream* contest in Victoria, Vancouver and Kelowna, inviting people to win the chance to work their dream tourism job for a day. Contestants have until October 31 to enter by describing their dream job in tourism. More details on *Work the Dream* can be found at www.MoveOnUp.ca.

MOVE ON UP was first launched in February 2006 by go2, with the support of BC's tourism industry, as a province-wide media and public awareness campaign to attract more people to careers in tourism. Primarily targeted at young people, and people who influence their career choices, the tourism industry and go2 will be reaching out to other groups including career changers, early retirees, new immigrants and aboriginals.

The campaign includes an interactive website, www.MoveOnUp.ca that provides comprehensive information on tourism careers, including job descriptions, career profiles, salary levels, and training and education programs, as well as a job board linking job seekers with employers.

About go2

Established by the BC tourism industry in April 2003, 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.

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