

For Immediate Release

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**Photos available upon request*

**go2 ANNOUNCES NEW DIRECTOR AND MANAGER APPOINTED TO LEAD
INDUSTRY WORKFORCE DEVELOPMENT INITIATIVES**

Vancouver - go2 – BC's tourism industry human resource association - is pleased to announce the appointment of Peter Larose to the position of Director, Industry Workforce Development and Lauren Bond to the newly created role of Manager, Industry Workforce Development.

Peter will replace John Leschyson, go2's Director, Industry Human Resource Development, who retired in September 2010 after seven years with the organization.

In his new position, Peter will play a key technical and professional role in updating and executing the BC tourism industry's Workforce Development Action Plan. This includes overseeing workforce-related research, liaison with industry and government regarding employment, workforce or related programs, policies and legislation. Additionally, he will be responsible for monitoring general and industry labour market trends and emerging issues, management best practices, HR metrics and ROI.

Reporting to Peter, Lauren is responsible for working with tourism and hospitality operators and stakeholders on various areas of the industry's workforce development plan, promoting effective human resource practices, and managing the implementation of go2's industry health & safety initiatives.

Prior to joining go2, Peter was with the Council of Tourism Associations (COTA) for over four years and brings a unique combination of experience working with BC's tourism industry and over 10 years in government affairs, research, public policy analysis and project management. Peter holds a M.A. in Political Science from the University of British Columbia.

Lauren has over seven years of human resources generalist experience, including her most recent role as the human resources team lead with VANOC. Her past experience includes working for SilverBirch Hotels & Resorts and Princess Cruises. Lauren is a BCIT Alumni, completing both the Human Resource Management and Tourism Marketing Management Programs.

About go2

go2 is BC's tourism and hospitality human resource association responsible for coordinating the industry's Workforce Development Action Plan, a key component of the industry's growth strategy. Tourism is one of the largest resource industries in BC comprising 18,000 mostly small to medium-sized businesses which directly employ over 129,000 British Columbians. For more information, visit www.go2hr.ca.

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