



For Immediate Release

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go2 Welcomes Keith Baker to Lead its Marketing & Communications Strategy

Vancouver - go2 – BC's tourism industry human resource association - is pleased to announce the appointment of Keith Baker to the position of Director, Marketing and Communications.

Keith joins go2 with 12 years of progressive experience in brand management, marketing and communications. Prior to joining go2, Keith worked at Tourism British Columbia developing creative and communications strategies to market British Columbia leading up to, during, and after the successful Vancouver 2010 Olympic and Paralympic Winter Games.

Keith has also worked extensively with Procter & Gamble, in Canada and Europe, building some of the world's leading beauty brands through consumer research, product innovation, and results-driven marketing campaigns. His portfolio of brands includes Pantene and Max Factor, with launches spanning over 25 countries, from Greece to Russia, and South Africa to Saudi Arabia.

In his new role, Keith will be responsible for managing go2's overall marketing, communications and public relations strategies, including integrating the marketing and communications of go2 program areas such as industry training and health & safety.

Keith holds a Bachelor of Commerce from Memorial University of Newfoundland. With a passion for coaching, he is also the owner of a Vancouver-based personal development company, Free the Goldfish Coaching Inc.

About go2

go2 is BC's tourism and hospitality human resource association responsible for coordinating the Tourism Labour Market Strategy, 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 nearly 128,000 British Columbians. For more information, visit www.go2hr.ca.

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