



For Immediate Release

August 31, 2011

**Photo available upon request*

go2 WELCOMES KIM CAMPBELL TO LEAD INDUSTRY HUMAN RESOURCE DEVELOPMENT PROGRAMS

Vancouver - go2 – BC's tourism industry human resource association - is pleased to announce the appointment of Kim Campbell to the position of Director, Industry Human Resource Development.

In her new role, Kim is responsible for overseeing and managing all industry recruitment and retention programs, including monitoring and informing the industry of HR and labour market trends, emerging issues and best practices, assisting employers in improving HR management practices and accessing foreign workers and under-represented labour pools, promoting awareness of tourism jobs and careers, and overseeing industry health and safety initiatives.

Kim joins go2 with 10 years of corporate and consulting experience in human resources. Most recently she worked for the Vancouver Organizing Committee for the 2010 Winter Games (VANOC) in the role of Director, Human Resources. Prior to VANOC, Kim worked at Towers Perrin (now Towers Watson) as a compensation consultant.

Kim takes over the HR portfolio from Peter Larose, who has been appointed Director, Policy and Research. Peter is now responsible for tourism employment policy and labour market research initiatives, and is facilitating the update of the BC Tourism HR Action Plan.

About go2

go2 is BC's tourism and hospitality human resource association responsible for coordinating the Tourism Human Resource 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.

-30-

Media Contact:

Joyce Lam, go2

Email: jlam@go2hr.ca

Phone: 604-633-9787 x227