

For Immediate Release

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*Photo available upon request

go2 WELCOMES JOYCE LAM AS NEW COMMUNICATIONS & MARKETING SPECIALIST

Vancouver - go2 – BC's tourism industry human resource association - is pleased to announce the appointment of Joyce Lam to the position of communications and marketing specialist.

Joyce comes to go2 with more than three years of communications, marketing and event planning experience. She has worked with non-profit organizations in the arts and agriculture industries, taking on responsibilities in areas such as member communications, web development, public education and event management. Joyce is a graduate of SFU Business majoring in marketing with a minor in communication. She recently completed an associate certificate in event marketing at BCIT.

In her new role, Joyce will assist the director of marketing and communications with the overall branding, public relations and communications strategies, as well as marketing key go2 programs including tourism career awareness, website, PROPEL (go2's industry training division) and go2's primary products and services (Serving It Right, *emerit* and FOODSAFE).

About go2

go2 is BC's tourism human resource association helping the industry to recruit, retain and train to support industry growth. Tourism is one of the largest resource industries in BC comprising 18,000 mostly small to medium sized businesses which directly employ over 117,900 British Columbians. Tourism is projected to create 84,000 new job openings by 2015 in our province, and is one of the most significant economic generators in BC with over \$10 billion in spending in 2007. For more information, visit www.go2hr.ca.

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Media Contact:

Lynne Henshaw, go2

Email: lhenshaw@go2hr.ca

Phone: 604-633-9787 x234

Cell: 778-834-1735