

For Immediate Release

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(Photo available upon request)

go2 ANNOUNCES 2009 TOURISM WEEK PHOTO CONTEST WINNER

VANCOUVER, B.C. – go2 – BC’s tourism industry human resources organization – is pleased to announce that **The Lodge Tahsis Harbour** is the winner of the 2009 Tourism Week Photo Contest. The winning photo features fishing guide Kyle Stubbs catching and releasing a 47 lb. Chinook salmon with a guest from Calgary.

To celebrate Tourism Week in Canada, go2 held a contest challenging industry employers and employees across BC to submit photos or videos showcasing what they do best – making a visitor’s BC experience an unforgettable one.

“Our industry is all about creating a memorable visitor experience and the employees play a key role in creating the experience,” said Lynne Henshaw, Director, Marketing and Communications for go2. “One of our main areas of focus at go2 is tourism career awareness and for tourism week we wanted to highlight the importance of great employees and the value they bring to our industry.”

Tourism Week in Canada is an annual, country-wide celebration that aims to increase the profile of Canada’s tourism sector among the media, general public and governments at all levels. Coordinated by the Tourism Industry Association of Canada, it provides a focal point for activities organized by provincial and territorial tourism industry associations, provincial and territorial marketing organizations, destination marketing organizations, individual businesses and other partners.

The winner of go2’s contest was given a \$100 gift certificate to White Spot and will be featured in upcoming go2 marketing and career awareness materials. This year go2 received a number of excellent entries which made judging exceptionally difficult. go2 thanks all of those who submitted their photos. Contest honourable mentions include entries from Arbutus Ridge Golf Club, Cypress Mountain and Mount Washington Alpine Resort. The winning photo and honourable mentions are posted online here: <http://www.go2hr.ca/Default.aspx?tabid=1919>.

About go2:

go2 is a BC’s tourism and hospitality 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 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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