

**For Immediate Release**

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*\*High-res photo available upon request*

**go2HR Welcomes Marie-Ève Masse to Promote Jobs and Careers in BC's Tourism Industry**

**Vancouver, BC** – go2HR, BC's tourism industry human resource association, is pleased to announce the appointment of Marie-Ève Masse to the new position of Tourism Career Ambassador.

As part of the Industry Training team, Marie-Ève will work with BC's high schools and post-secondary institutions, tourism operators and employees, and different levels of government, to promote tourism training and career opportunities to BC youth and their influencers.

Marie-Ève brings over 15 years of tourism and customer service experience to the role. Most recently, she worked at Whistler Blackcomb as a snow school supervisor and a bike park camp coordinator, where she managed a team of over fifty employees and was awarded "Supervisor of the Year" for 2016-17.

Marie-Ève obtained a B.F.A. and teaching certificate from Concordia University in Quebec, and has taught high school in Quebec and ESL in BC.

"With her combination of teaching qualifications, leadership skills, and tourism experience, Marie-Ève is an ideal fit for the position," says Arlene Keis, CEO of go2HR. Marie-Ève will play a key role in ensuring the tourism and hospitality industry is well represented in career education programs and strategies in the secondary and post-secondary educational system, as well as other related tourism career awareness initiatives.

**About go2HR**

go2HR is BC's tourism human resource association, responsible for coordinating the BC Tourism Labour Market Strategy and providing resources in the area of recruitment and retention, as well as training and certification programs to develop relevant skills for prospective and current tourism and hospitality employees. For more information, visit [www.go2hr.ca](http://www.go2hr.ca).

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