



**For Immediate Release**

July 27, 2016

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**MEDIA ADVISORY**

Tourism Industry "On the Road" to Recruit Baby Boomers  
for Casual / Part-time Jobs

**What:** A summer road trip to tell local baby boomers about opportunities to work at a tourism business in the Cariboo Chilcotin Coast region.

**Who:** go2HR – BC's tourism human resource association, in partnership with Cariboo Chilcotin Coast Tourism Association

On-site representatives:

- Andrea Hinck, Manager, Industry Human Resource Development, go2HR
- Minerva Ward, Program Manager, Career Awareness, go2HR

Remco Wijnhorst, Office & Finance Manager from Cariboo Chilcotin Coast Tourism Association will be joining go2HR at the Williams Lake events.

**When & Where:**

- Thursday July 28, 2016 - 6:00pm-8:00pm - Performance in the Park, **Williams Lake**
- Friday July 29, 2016 - 9:00am-2:00pm - Farmers Market, **Williams Lake**
- Friday July 29, 2016 - 8:30am-1:30pm - Farmers Market, **100 Mile House**
- Saturday July 30, 2016 - 8:30am-1:00pm - Farmers Market, **Quesnel**

**Why:** BC's tourism industry is booming and there is a high demand for people to fill seasonal, casual or part-time job vacancies. With more jobs than people, go2HR is partnering with the Cariboo Chilcotin Coast Tourism Association to build a pool of baby boomers to help fill the hiring needs. They will set up a booth at a number of community events to speak with local residents about exciting job opportunities in the tourism industry.

Representatives will be available to speak about the following topics:

- Information about BC's booming tourism industry
- What kind of jobs are available for baby boomers?
- Why should baby boomers consider working in the tourism industry?

If you are unable to attend during the specified date, please contact Joyce Lam at 604-633-9787 ext. 227 / 604-721-8929 or [jlam@go2hr.ca](mailto:jlam@go2hr.ca) for additional information.