

FOR IMMEDIATE RELEASE

FACE GLOBAL WARMING at Action2

Whistler, November 14th, 2005 – HillTrip presents Action2; a Fundraiser Silent Auction & Slide Show on **November 19th** at 7pm at MY Millennium Place in Whistler. This is an ALL AGES event with a bar for those who can and want a drink.

It's the second year, Hilltrip is organising this **artistic, cultural and educational event**. Targeting the snow sports community, the goal of Action2 is to combat global warming. Proceeds from Action2 will go to the **David Suzuki Foundation's Climate Program, Hilltrip Environmental Initiatives**, and **A.W.A.R.E**, the Association of Whistler Area Residents for the Environment.

The evening will begin with the a silent auction with over \$6,000 worth of products and services including two cat skiing trips, a SMS women jacket, a Westbeach women jacket, four wax packs from Hillbilly, four GNAR Kits from GNARCORE, four Ziptrek Ecotours, five gift certificate from Farfalla.

Moreover, **Dave "Pepe" Petko, Vanessa Stark, Oliver Roy, Brad Chomaby, Dave Barnes, Chris Flyer, and David Thomas Manzl** will auction art pieces and **Crispin Cannon** will be auctioning two beautiful photos on canvas as well.

See the list of **Silent Auction Items** document for a complete list of items at http://www.hilltrip.com/PDF/Act2_AuctionItemsList.pdf.

As another way to raise more money to fight global warming, attendees will be invited to support the cause by buying a **Vodka BASE** (Action2's official fundraiser drink) and will have the change to win a prize from the **Showcase raffle** including a **Sapient snowboard** by buying a lucky ticket.

While bidding and mingling, Melting Mountains displays will give the opportunity to attendees to learn about global warming and booths from One-Tonne Challenge, A.W.A.R.E and Hillbilly Wax-Works/Ethica Enviro-Wax will have plenty of information and reading material to take home!

At 9pm, slide shows from photographers **Phil Tifo, Magalie Roy, Russel Dalby and Eric Berger** will be shown; professionals in their field, a blend of artistry and raw mountain lifestyle imagery is guaranteed, inspiring and pictorial incentive to fight global warming.

Also during the evening's proceedings, guest speaker **Tyler Bradley**, environmental Chemist and co-owner of Hillbilly Wax-Works & Ethica Enviro-Wax brands will discuss how we can help fight global warming on a practicable level.

To round up the event, the Showcase raffle prizes will be drawn and winning auction bids will be announced. Everyone will be able to pay and collect their items on the spot, and will then be free to go home and hang their new art, gear, and climate change literature on their wall.

Thanks to our sponsors: **BASE Energy Drink, Powder Mountain Catskiing, SMS Clothing, Westbeach, Billabong, GNARCORE, Showcase, Hillbilly Wax-Works, Ethica Enviro-Wax, Snowboard.com, Freeskier.com, Whistler Hemp Company, Farfalla, Ziptrek Ecotours, Gauge Clothing, Whistler Bungee, Escape Route, Rachel.f. and M Y Place.**

*Please note: The venue has a very limited capacity, so it is highly recommended to buy tickets in advance. Tickets are available at MY Millennium Place in Whistler and at 604-935-8410. Prices are \$9.99 in advance or \$14.99 day of event.

Giveaways for EVERYONE and **pro riders** to be in attendance!

About Hilltrip

Hilltrip is a Social Marketing organization focused on improving the sustainability of our mountain lifestyle, including mountain resorts and the snow sports industry, through its events, publications as well as other environmental and educational initiatives. Hilltrip environmental and educational initiatives are dedicated to educating people about sustainability issues such as global warming. Based in Whistler, Hilltrip is a collective of mountain lovers with common goals and values.

About The One-Tonne Challenge

Launched in March 2004, the One-Tonne Challenge is a call by the Government of Canada for Canadians to reduce their annual greenhouse gas emissions by one tonne, or about 20 per cent. During Action2, residents can be a part of Whistler's ongoing fight against climate change by visiting the One-Tonne Challenge booth to find out what they can do to keep Whistler cool and receive a free locally made One-Tonne Challenge hemp bracelet for signing up!

About Tyler Bradley

A long-time environmentalist, Tyler Bradley has a background in organic chemistry, botany and earth sciences. For the past four years, his research has focused on environmental toxins, specifically the perfluorochemical family. As a co-owner of Hillbilly Wax-Works & Ethica Enviro-Wax brands, Tyler is the inventor of the world's first environmentally friendly performance ski and snowboard waxes. His writings on environmental issues have been featured in magazines such as Common Ground, and his work to improve environmental practices in the snow sports industry has been the subject of news segments for both the CBC and Maclean's magazine.

(www.hillbillywaxworks.com)

Links:

Silent Auction Items PDF – http://www.hilltrip.com/PDF/Act2_AuctionItemsList.pdf

Photographers Bios PDF - http://www.hilltrip.com/PDF/Act2_PhotoBios.pdf

Artists Bios PDF - http://www.hilltrip.com/PDF/Act2_ArtistsBios.pdf

ActionONE Poster - http://www.hilltrip.com/images/Action2_Poster.jpg

For more information:

Marie Fortin

Founder/General Manager

Hilltrip – Mountain Lovers Collaborative

Phone: 604-935-0772

Web: www.hilltrip.com