

## FOR IMMEDIATE RELEASE

### ACTION 2 – Another success!

**Whistler, November 22th, 2005** – HillTrip presented Action2 last Saturday evening, November 19<sup>th</sup>. Action2 was a fundraiser/silent auction & slide show event to fight global warming.

Overall, the event was a huge success. “I’m very happy at how Action2 turned out. Everybody who came learned something about global warming and that was one of our main goals” said Marie Fortin, Hilltrip’s founder and general manager behind the event.

Global warming is such an important issue; an article published a week ago by **GreenBiz.com** mentioned that studies in the states forecasting that ski resorts in the Rocky Mountains will be all shut down by 2050 if global warming continues at its current rate.

Through the Silent Auction, Showcase Raffle, BASE fundraising drinks and ticket sales, Hilltrip raised \$2,275. The funds will be equally donated to the David Suzuki Foundation Climate Program, Hilltrip for its environmental initiatives and A.W.A.R.E, the Association of Whistler Area Residents for the Environment.

In the lobby guests were given an introduction to AWARE, the One-Tonne Challenge and Hillbilly & Enviro-Ethica Wax and were invited to join the AWARE environmental group, participate in the One-Tonne Challenge as well as buy environmentally friendly wax.

Moving from this environmental immersion, attendees could learn more about climate change in our mountains by reading each of the 5 Melting Mountains panels that were placed in the stairway to the main floor where the silent auction was located.

From 7 to 9pm the silent auction and Showcase raffle took place. Most guests participated and won items at a great price. The Sapient Snowboard from Showcase was the highlight of the raffle. There was 80 items up for auction, including 25 art pieces where starting bids ranged from \$10 for print to \$600 for originals. Other auction items ranged from beauty products, ski and snowboard gear, Ziptreck tours to catskiing trips, and starting bids ranged from \$10 to \$300.

As part of the Catskiing packages, the equivalent of **2,000kg of CO2 in carbon offset** is provided by Hilltrip, which makes the catskiing trips auctioned carbon neutrals.

The product and art were amazingly displayed. Pieces from Vanessa Stark hung beautifully on the walls while **Chris Dyer**’s skateboard art, available in originals and through Creation Skateboards, was a huge hit. **Dave Barnes**’ wonderful original paintings and designs were showcased through Action2 posters, flyers, stickers and the program guide.

Following the silent auction was the highly anticipated slide-show featuring majestic and timeless photo's of our environment and lifestyle as seen through the eyes of **Eric Berger, Russel Dalby, Magalie Roy and Phil Tifo**. During a brief intermission the audience was wowed by a moving speech from Tyler Bradley, environmental chemist and co-owner of Hillbilly Wax-Works & Ethica Enviro-Wax brands. Tyler informed the crowd about new developments in snowmobile technologies and about the impact of environmental toxins, specifically the perfluorochemical family and things such as Teflon. In the end, the eclectic blend of photo, music, information and passion brought to light many of the things we, as a mountain community, need to be thinking about everyday in order to make informed decisions which will help to preserve this wonderful place for generations to come.

A big thank you to everyone who came to Action2. A lot of people volunteered their time to make this event happen and it's great to see that so many people came to support the cause.

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

### **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.

### **Links:**

Press Release Nov 14<sup>th</sup> - [http://www.hilltrip.com/PDF/Act2\\_PressRelease\\_14-11-05.pdf](http://www.hilltrip.com/PDF/Act2_PressRelease_14-11-05.pdf)  
Silent Auction Items PDF - [http://www.hilltrip.com/PDF/Act2\\_AuctionItemsList.pdf](http://www.hilltrip.com/PDF/Act2_AuctionItemsList.pdf)  
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ActionONE Poster - [http://www.hilltrip.com/images/Action2\\_Poster.jpg](http://www.hilltrip.com/images/Action2_Poster.jpg)

**Pictures available upon request.**

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