

FOR IMMEDIATE RELEASE

MOVE ON UP! – Funky Fundraising Party to Fight Global Warming

Whistler, January 16th, 2006 – Hilltrip is organising a new series of four events at the newly re-designed and re-open Maxx Fish. The series is called “Move On Up” and, moving up from Step 1 to 4, these events are set to be uprising funk parties for the soul.

The kick off party (Step 1) will features a fundraising live auction to fund the development of Hilltrip’s Carbon-Offset Program, which will contribute in fighting global warming.

DJ Mr. Fister (a.k.a. Chili Thom) will be spinning funky beats. Chili is a favourite of the Whistler local scene; his upbeat funky tunes promise to keep you on the dance floor all night. To help keep the night’s energy moving, dancers Lexi Moon and KLC will add their spice to Max Fish. Professional Go-Go dancer KLC and Fire dancer Lexi have rocked out in Whistler for over five years. The combination of the three artists promise a fun atmosphere with seemingly endless energy!

A carbon-offset is any project that negates the impact of a company’s or person’s emissions by avoiding an equal amount of pollution, usually at another site, or by sequestering an equal amount of carbon.

“The idea with our Carbon-Offset Program is to create a way for people to neutralize their carbon (CO₂) emissions at a reasonable cost which will hopefully become tax deductible. For example, people traveling to Whistler could buy a certain amount of “offset units” equivalent to the carbon of driving or flying creates, and hence become carbon neutral”, says Marie Fortin, founder of Hilltrip.

Peter Roberts, of Maxx Fish is very supportive: “We are very happy Hilltrip has chosen Maxx Fish to host its next series of events. Maxx Fish has now a lot more to offer people interested in organising special events. We take pride in supporting a cause like the fight against global warming which is very important for us and to Whistler as a whole.”

Thanks to Whistler Hemp Company, Billabong, SMS Clothing, Gauge Clothing, Prior Ski & Snowboard, and Gnarcore for providing items for the live auction and thanks to Sleeman and BASE Energy Drink for the funk.

Move On Up! Step 1 – January, Friday 20th

Door: 9pm

Live Auction: 11pm

Cover: \$10

About Hilltrip

Based in Whistler, Hilltrip is a collective of mountain lovers with common goals and values. As a Social Marketing Organization, Hilltrip is focused on improving the sustainability of our mountain lifestyle, including mountain resorts and the snow sports industry, through its environmental and educational initiatives, such as its events, publications as well as its Carbon-Offset Program.

Hilltrip's past events includes ActionONE in 2004 and Action2 in 2005. Both events featured slide shows from well-know photographers, guest speakers and a silent auction including ski and snowboard related products, services from local businesses and art pieces. (More information available at www.hilltrip.com under "Past Events".)

Links

Poster: Move On Up! Step 1 – http://www.hilltrip.com/images/MOU1_poster.jpg

For more information

Marie Fortin

Founder/General Manager

Hilltrip – Mountain Lovers Collaborative

Phone: 604-935-0772

Web: www.hilltrip.com