

FOR IMMEDIATE RELEASE:

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Hilltrip donates \$1,000 to Protect Our Winters ***Helping the winter sport community move toward sustainability***

WHISTLER, BC -- In an effort to raise awareness about global warming and take action towards change, Hilltrip hosted the first [Protect Our Winters \(POW\)](#) Fundraiser in Canada at GLC on Monday April 14th. [POW](#) is a non-for-profit, founded in 2007 by pro snowboarder Jeremy Jones, whose mission is to build a united front of winter sports enthusiasts in an effort to restore our winter climates.

The fundraising event for POW to support its advocacy projects and renewable energy projects that reduce carbon dioxide emissions in the atmosphere raised \$1000. The event was a success; everyone present had a good time and learned a thing or two from either the Save Our Snow (SOS) documentary from Clif Bar or the presence of Timmy Turner, pro-surfer and Executive Producer of the Tsunami Diaries, Second Thoughts and his forthcoming Cold Thoughts, who was there to introduce his documentary, answer a few questions and convey an inspiring message of someone facing adversity and making a positive difference in this world.

During the evening Marie Fortin took the opportunity to mention a few facts about global warming in the hope of inspiring everyone to be part of the solution.

“Scientists are saying we need to cut our global warming pollution by at least 80% by 2050. We are already hearing things, such as the carbon tax or pay parking being put in place in Whistler to mitigate the effect of global warming. This is a small price to pay to avoid the worst cases scenarios where adaptation to global warming will cost us way more if we keep on doing business as usual. A report by the former Vice-President of the World Bank, suggests that global warming could shrink the global economy by 20%. Taking action now would cost just 1% of global gross domestic product.

According to scientists, we are past the prevention stage with climate change, and have been for decades. The problem is that it doesn't look and feel like a survival crisis right now and, by the time it does, it will be too late to do anything about it. This is why scientist and economist are urging politicians to take action and this is why organizations such as Clif Bar, Ocean Minded, Kokanee, Wistler Blackcomb, Rossignol, SBC Surf, Hilltrip present this POW Fundraiser.

The wave is rising; it's time to catch it; it's time to take a stand; it's time to stand for what you believe in; and hopefully, like me, you believe you can make a difference and you are passionate about the long-term viability of our beloved winter sports.”

A good place to learn about how you can shred your carbon footprint can be found at <http://protectourwinters.org/10-things-you-can-do>. One of the tips found there is to 'purchase carbon offset credits and help neutralize carbon emissions' and this is exactly what Hilltrip did to offset the CO2 emissions produced for Timmy's to come to Whistler; it purchased \$22 worth of [Cool-Tags](#) and kept an estimated 3,300 pounds of carbon dioxide out of the air.

For more information please contact:

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