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ActionONE – A success!

Whistler, December 8, 2004 - HillTrip presented ActionONE; a Silent Auction & Slide Show Party Fundraiser on December 5th at Garfinkel's. Through the Silent Auction, Balloon Raffle and tickets sales, Hilltrip raised \$2,000. \$1,000 will be donated to the David Suzuki Foundation and \$1,000 will go to Hilltrip Environmental Programs.

ActionONE opened with a brief introduction to the Melting Mountains Program from **Ian Bruce**, then followed with photographers **Crispin Cannon, Bruce Rowles, Kurtis Croy**, and **Blake Jorgenson** who amazed the audience with slide shows around the theme "Mountain Life".

There was 93 items for the silent auction. Prices ranged from \$5 for a toque to \$700 for an original painting. Lots of people were able to get good deals on ski and snowboard gear, catskiing trips, clothing, bungee jumps, Mount Seymour day passes, Farfalla gift certificate, Black Ohm Tattoos time and art pieces among other items. Some highlights: Snowboards were sold under \$250, skis under \$350 and Powder Mountain Catskiing Day trip under \$200.

Hilltrip is a new company in Whistler. Operated by mountain lovers for mountain lovers and rippers. It's vision is to improve the sustainability of our mountain environment including mountain resorts and the snow sports industries.

"I'm very happy by the outcome of ActionONE" say Marie Fortin, founder of Hilltrip "We achieved all our objectives; we raised awareness to fight global warming, we raised \$2,000 to act on the cause and we positioned Hilltrip as a credible brand , wich will help us accomplish initiatives of bigger scope."

The event went so smoothly, that there is already plans forming to have an ActionTWO next year. So stay tuned!

Thanks to the David Suzuki Foundation and Melting Mountains for providing lots of information educating people about global warming and about ways to reduce greenhouse gas emissions.

A big thanks to our major sponsors: Kokanee, Powder Mountain Catskiing, Wildcats, Rossignol, O'Neil, Silver Snowboards, SMS Clothing, Dope State, Snowboard.com and Freeskiing.com.

Links:

Previous Press Release - www.hilltrip.com/PressRelease_ActionONE_24Nov04.pdf
ActionONE Poster PDF - www.hilltrip.com/ActionONE_poster.pdf

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