

PRESS RELEASE

FOR IMMEDIATE RELEASE

Hilltrip presents Step it Up no2, the second fundraising effort to benefit the Snowrider Project of Surfrider Vancouver.

[Whistler, BC, Canada - December 13th, 2006] Hilltrip presents **Step it Up no2** on **Friday December 22nd** at MAXX FISH featuring a **Sustainable Food Session** with **3 guest speakers, FREE food and drinks.**

Marie Fortin, founder of Hilltrip, will host the Sustainable Food Session. The **Sustainable Food Session** with **FREE foods and drinks** is from **7PM to 9PM**. Diana Rochon will start with a SLOW food PowerPoint presentation. Sarinda Hoilett will be next with a tasty presentation and FREE RAW food samples. Randall Carpenter is last with a lively presentation about SUPER food. If time permits, there will be a Q&A period at the end for people interested in knowing more. After 9PM, the music will be pumpin' for yer groovin' to the sound of **DJ Rob Banks** who will step it up and play funky grooves all night long.

Diana Rochon has been a SLOW Food member for years and is currently on the executive for Whistler's SLOW Food Convivium. As she believes that the health of a person affects the health of community on a variety of levels, Diana takes the SLOW Food approach with clients in her 'regular job' as Director of Dynamic Core Fitness. For the context of the Sustainable Food Session, Diana will be speaking about SLOW Food's founding concept of eco-gastronomy – the recognition of the strong connection between plate and planet.

Sarinda Hoilett founded Earth Wisdom Yoga and Bodywork at the base of Mt. Currie so that she could work at home while her kids run naked in their garden of eatin'. Earth Wisdom is a community of individual, friends, families, and organizations. Their aim is to promote and inspire an informed conscious lifestyle through education, yoga, bodywork, and service. After deciding two children was enough, Sarinda birthed Wild Planet Raw Food. Her aim is to continue to educate, inspire, and transform through highly vibrational food. At Step it Up no2, Sarinda will present THE NAKED TRUTH - Our Food, Our Planet, Your Body, Your Temple. Sarinda will be introducing people to the Art and Alchemy of Raw Living Cuisine with her gourmet raw food samples.

Randall Carpenter is Creative Director of Winning Team Solutions, a multi media E Magazine that uses entertainment and role models to create nutritional awareness and education. Through her community of international and local wellness leaders, coaches, doctors, physiotherapists and world class athletes, Winning Team Solutions promotes starting with your own body environment and thereby influencing the planet's well being. "What you nourish your body with directly affects the landfill, water, wildlife and eventually the next generation" Randall has lived in Whistler for the past 15 years, has raised two daughters here and is married to Olympic & World Cup Ski Coach Jim Pollock. On December 22nd, Randall will be talking about what SUPER food is and how a strong and well balanced body can perform better in life.

Step it Up no2 is the second fundraising and educational event of Hilltrip's new monthly series and will also mark Marie's 30th birthday and Hilltrip's second year of operations. Hilltrip's first event was ActionONE; a Silent Auction & Slide Show Party Fundraiser on December 5th.

Proceeds of each Step it Up event will support the [Snowrider Project](#), a campaign of the [Surfrider Foundation](#), which aims to bring greater understanding of the hydrological cycle and foster a sense of stewardship towards alpine and valley watersheds. One major initiative for Snowrider is organizing local mountain clean-ups in spring after the snow melts to pick up garbage haphazardly littered during the season by skiers and boarders.

During the event, representatives from **Surfrider Vancouver** will be available on-site to provide information about the Snowrider Project and to recruit members and volunteers. Moreover, people will have the opportunity to neutralize global warming emissions generated from traveling 300 kilometers in the average car, an estimated 300 pounds of carbon dioxide (CO₂) out of the air, by buying wind power credits in the form of **Cool Tags from CLIF BAR**.

Everybody attending the pre-party will have a chance to enter a **FREE Raffle** draw to win the grand prize of a 3-day Surf Experience Expedition sponsored by Deep Snow & Surf Experience among other prizes. (Complete prizes list available on www.hilltrip.com.)

The **Sustainable Food Session** with guest speakers Diana Rochon, Sarinda Hoilett and Randall Carpenter **starts at 7PM sharp** and is followed by an uprising party for the soul with **DJ Rob Banks** who will step it up and play funky grooves all night long.

Thanks to Whistler Brewing Company, O'Neill, Option Snowboards, Spy, Deep Snow and Surf Experience, and Clif Bar for their support.

About Hilltrip

Based in Whistler, Hilltrip (www.hilltrip.com) is a collective of mountain lovers with common goals and values. Known for its fundraising events including *ActionONE*, *Action2* and the *Move on Up* series, Hilltrip is focused on improving the sustainability of our mountain lifestyle, including mountain resorts and the snow sports industry.

Read more about Hilltrip's events at http://www.hilltrip.com/past_events.htm

About the Snowrider Project

The Snowrider Project was launched by the Surfrider Foundation in 1997 to bring greater understanding of the hydrological cycle (the foundation for the intimate environmental connection between snow, land and surf) and foster a sense of stewardship towards alpine and valley watersheds.

While the Snowrider Project was initially conceived to give snowboarders and skiers a vehicle for environmental activism, the range of participants and activists has expanded to include kayakers, canoeists, back-country adventurers and others who appreciate the sanctity of a clean, connected system.

To find out more about the Snowrider Project and our Vancouver Chapter of the Surfrider Foundation, check out www.surfridervancouver.org

Links

Poster: Step it Up no2 – http://www.hilltrip.com/PDF/stepitup2_poster.pdf

For more information

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