

# Press Release

## Ski Movie Premiere for Earth Hour in Whistler “AK the Hard Way” is set to inspire for many hours to come...

**Whistler, March 23, 2009** - At 8:30 p.m. on March 28, the world will turn off its lights for just one hour – Earth Hour – to show it is possible to take action on climate change. For the occasion, Hilltrip would like to invite the community to turn the lights off at home and come to Garibaldi Lift Company (GLC) to watch the ski movie *AK the Hard Way* to candle lights and good vibes. Following the movie, everyone will be invited to dance to the sound of DJ Mister Fister (a.k.a Chili Thom) who will be playing break, funk and electro. **Admission is by donation and door open at 8pm.**

It is important people understand that we each have an important role to play in the fight against climate change. Our everyday actions, like turning off unnecessary lights or unplugging appliance, individually add up to make a big difference. Individual action also is important because it sends a strong signal to business and government that Canadian want action. Switching off your lights is just one simple action that you can take to help make a difference and it sends a powerful message that we care about our planet.

“It’s great to see that more people feel the need to be good steward of our environment” says Marie, founder of Hilltrip, an Event and Promotions enterprise based in Whistler. “It seems like when people are really true to themselves, they can’t help it but be respectful of Mother Earth and I feel like the actual world context is helping people to challenge their own beliefs or fears.”

Climate Change might be identified as the biggest environmental threat to our planet, it is also an issue that is bringing people together as we embrace it and find innovative solutions. In that way, adventure Film Works’ *AK the Hard Way* is the perfect film to show for Earth Hour as it paints an intimate account of three athletes’ pilgrimage to face their fears and ski the backcountry peaks above Haines, Alaska.

The film follows Miles Clark, Jackie Paaso, and Jeff Seifred on their 3,000-mile road trip from California, with stops at Mt. Baker, Whistler, and Smithers, BC, toward the glacial peaks of southern Alaska where the group chooses to forgo the use of helicopters for a more intimate and “earn your turn” ski experience. Candid interviews guide the story and reveal the athletes’ thoughts and emotions as they face unforeseen obstacles along the way. Jackie, the youngest of the trio, recently won the Snowbird Freeskiing competition and was the second woman to win the Sick Bird Award. Miles has made his winter living as a professional ski bum for seven years and works with local photographers in Squaw Valley. Jeff, on the other hand, works as a software manager for Microsoft in Seattle, where he lives with his wife and two children. Miles’ dog Hidatsa, a crowd favorite in other Adventure Film Works features, also joins the crew.

As the athletes are pushed to the limits in the harsh Alaska environment, their internal struggles become lessons and sources of inspiration for the larger story of facing life’s challenges. *AK the Hard Way* demonstrates that the personal and physical are often one and the same when tested by the challenges of nature.

*AK the Hard Way* is the fourth release from Adventure Film Works, whose previous films have screened at numerous mountain film festivals including: Banff, Taos, Kendal, Vancouver, Whistler, Wild & Scenic, New Zealand, and Edinburgh.

Adventure Film Works is a member of 1% for the Planet. One percent of net revenue from *AK the Hard Way* will be donated to environmental organizations. Additionally, the CO2 footprint formed in the making of this film was offset through Bonneville Environmental Foundation’s Ski Green program. Sponsors for the project include Spyder, Osprey, and Garmont.

Press images are available at [www.adventurefilmworks.com/media](http://www.adventurefilmworks.com/media)  
Film Trailer available at [www.adventurefilmworks.com/](http://www.adventurefilmworks.com/)

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