



Press Release

My Own Two Feet

A Human-Powered Snowboard Movie Premiere to Inspire Responsible Attitudes as it Relates to the Environment

Whistler, January 23, 2009 - "My Own Two Feet" is a hi-definition, human-powered adventure snowboarding film produced by Leeward Cinema in association with Protect Our Winters (POW). POW is using this film to spread the word about sustainability and to raise funds for local environmental or educational efforts in the places it is shown. In Whistler, the premiere will raise funds for Hilltrip's local environmental sustainability and educational efforts in protecting the environment and addressing the climate change issue.

As global warming impacts our mountain climates, it is time for the influential leaders in the industry to stand up and make a statement. Athletes, industry and film producers have to lead by example, showcasing a more responsible attitude as it relates to the environment. "It is very inspiring to see snowboarders like Jeremy Jones making commitments to reduce the amount of greenhouse gases they produce" says Marie Fortin, founder of Hilltrip. "The more people care and start doing action that demonstrate that they are ready to address climate change, the more our government and corporations will have to make the necessary actions to reduce our carbon footprint."

The premiere will be hosted at GLC on Friday, January 30th. Doors will open at 9pm and it will include the screening of the film at 10pm, followed by a dance party with two local DJs. Throughout the night, there will be a raffle where people will have the chance of winning prizes and an auction including a pair of Storm snowboard boots from Rossignol made with renewable/recycled materials and a couple framed prints from photographer Rich Glass.

Also part of our mountain riders' footprint is the wax we use. Every time we melt wax, we release several hazardous chemicals that are classified as human carcinogens and every time we ride, toxins end up in nature. To lessen our environmental footprint, Magic Potion will be doing demo of its eco friendly "wax" on the GLC patio from 11am to 5pm that day of the premiere. Come try the difference!

The My Own Two Feet premiere is a Protect Our Winters event sponsored by Magic Potion (www.magicpotion.ca) and Kokanee, as well as being supported by many snow sports companies and Whistler based businesses such as Rossignol, Prior, Lush, Evolution, Showcase, Billabong, Escape Route and Clif Bar.

About "My Own Two Feet"

My Own Two feet "throws a wrench" in the "popular mechanics" of conventional snowboard film-making. Eschewing high-carbon mechanical means of alpine ascent (i.e. snowmobiles, helicopters, and chair-lifts), Leeward Cinema and cast committed their legs to a grueling winter of self-propelled locomotion. Staying true to the green ethic with their sustainable filming techniques, Leeward Cinema filmed locally and solely in the Sierra Nevada range of California. "Walking is the cheapest, easiest, and oldest mode of transportation. By hoofing it and by carpooling when we had to drive, we significantly reduced the amount of fuel used during production. Once at the foot of the mountains we took off on our own power and camped in the wild during the duration of our shoots." says company founder Chris Edmands.

With a cast of both world-renowned and up-and-coming forward-thinking riders, Leeward Cinema is driving the progression of snowboard film-making. "Not only do production companies need to constantly find technologically-advanced ways of storytelling, they also need to do it sustainably. Leeward Cinema pushes technical film-making in stark, remote areas by utilizing lightweight and packable camera stabilization, crane, and cable cam systems; replacing fuel guzzling, electricity zapping rigs. "If production companies continue to use heli's and sled's at the current rate then we may be out of snow sooner than one may think" says Chris.

When it was all said and done, the Leeward Crew hiked over 1,200 miles, spent 30 nights winter camping, rode countless first descents and discovered the perfect backcountry freestyle park.

My Own Two Feet showcases the talents of: Jeremy Jones, Dave Downing, Josh Dirksen, Marrku Koski, Stacy Thomas, Erik Leines, Chad Oterstrom, Tom Burt, Ben Lynch, Forrest Shearer, Danny Garrity, Jimi Tomer, Shayne Pospasil, Nate Farrell and others in the Sierra Nevada of California.

About Leeward Cinema

Leeward Cinema is an environmentally sustainable production company founded in 2007 by filmmaker Chris Edmands. Leeward Cinema produces exciting and sustainable action/adventure films with little to no carbon footprint. For more information on Leeward Cinema and My Own Two Feet go to www.leewardcinema.com or contact Chris Edmands at cedmands@leewardcinema.com. Leeward Cinema is a member of 1% for POW.

For more information about the film and to view the latest trailer, visit: <http://leewardcinema.com/2feet>

About Protect Our Winters

Protect Our Winters (POW) is a tax exempt, non-profit organization dedicated to reversing the global warming crisis by uniting the winter sports community and focusing our collective efforts towards a common goal. <http://www.protectourwinters.org/>

About Hilltrip

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, Hilltrip hopes to not only educate, but more importantly, to inspire to action. <http://www.hilltrip.com/>

About Milton

Milton is an inspiring DJ striving to change the world by playing records to make people dance and smile. Having played for 10 years, Milton is well known in Whistler for his smooth blends of house and breakbeat with a scratching touch. He started Easygroove Productions in the summer of 1999 in Whistler, B.C. to produce events and offer DJ services.

MySpace:

Easygroove Productions

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=54452681>

DJ Milton

<http://profile.myspace.com/index.cfm?fuseaction=user.viewProfile&friendID=76288929>

About Stevie James

Stevie James has been djiing for 12 years, but has only started to play in Whistler recently. Some of the venues he played at include: the Film Lounge, Big Bop, and Bassmint in Toronto; Amsterdam Rhino and Lotus in Calgary; the legendary Gorg-O-Mish afterhours venue and Plaza Club in Vancouver; many Solartribe parties, Kosmik co-op' s Big Bang, Tommy Africas, GLC, and Merlin's in Whistler; Spirit Bar in Nelson, and The Squamish Electronic Music Festival. Representing RPO Recordings in Canada, Steve plays their blend of techno and tribal beats with style.

MySpace:

<http://profile.myspace.com/index.cfm?fuseaction=user.viewProfile&friendID=85391519>

Contact:

Marie Fortin, 604-935-0772, marie@hilltrip.com