

FOR IMMEDIATE RELEASE:

April 7th, 2008

1st Canadian Fundraiser to Benefit POW **Featuring two movie premieres and a live auction**

WHISTLER, BC -- On Monday April 14th, Clif Bar and Ocean Minded presents the first [Protect Our Winters \(POW\)](#) fundraiser in Canada at GLC, Whistler. During the TWSSF, the POW Fundraiser aims to get people together in the fight against global warming. [POW](#) is a non-profit founded by **Jeremy Jones** in 2007. Jeremy Jones has been a pro boarder for over 15 years and is considered one of the best in the world. Snowboarder Magazine named him "Best Big Mountain Rider of the Year" for six years running. POW's mission is to build a united front of winter sports enthusiasts in an effort to restore our winter climates (learn more at www.protectourwinters.org).

Featuring 2 movie premieres, a live auction and draw prizes, the evening promise to be entertaining, interactive and educative. Starting at 7:30p.m, the first movie presented is **The Tsunami Diaries** followed by a **Q&A session** with the Executive Producers himself, pro surfer **Timmy Turner**. After a short break, the evening will continue with the a screening of the **S.O.S. Winter Road Trip documentary** and a **live auction** including a framed picture 24x16 of "Icewall", from photographer **Brian Hockenstein** who was voted best photo at the latest Out of Bound exhibit, art prints from **Chili Thom**, art pieces from **Daniel Poisson** and a **Whistler Blackcomb Spring Edge Card** among other unique and rare items. Throughout the evening, there will also be a raffle where people will be invited to spin the Kokanee prize wheel to win goodies from Clif Bar, Ocean Minded, Whistler Blackcomb and Kokanee.

ALL the money raised trough ticket sales, auction items and raffles go directly to POW.

The Tsunami Diaries (50 minutes) is the inspiring true story of two best friends who strike out on a quest to document the destruction of the Tsunami in Indonesia (December 2004). When pro surfer Timmy Turner and photographer Dustin Humphrey's pursuit a roadblock, they hatch a plan to carry out a relief mission of their own. The footage of the supply mission is compelling as you get to see a real-world example of a job getting done "surfer-style." under the radar and as pragmatic and expedient as can be. The tragedy is evident throughout, but the life force of the people, their gratitude for the assistance and the way the experience impacted and changed our protagonists is inspiring and uplifting.

The S.O.S. Winter Road Trip documentary (43 minutes) is a seven-week adventure highlighting some of the simple things we can ALL do to fight Global Warming. Small acts that collectively harbor the incredible power to bring positive change -- from swapping out a light bulb to eating organic foods. In February 2007, a fearless duo of eco-minded snowboarders embarked on the S.O.S Tour to visits Western US mountain towns and resorts 'almost' all the way to Whistler traveling in a vegetable oil powered RV (a.k.a. 'Soy George'); carving out some time to ski and board along the way (on the little snow they have). Mike 'whatever it takes' Parziale and pro-boarder Luke Mathison lead the charge, supported by a cast of fellow shredders, including world champion freeskiier and career environmentalist, Alison Gannett. All of this [in hopes of inspiring others to join in the effort to Save Our Snow.](#)

“While both movies are about different causes, I see ties between them. First, they are both about individual making a difference. Weather in the face of climate change or of disasters like tsunamis; it is great to see people like Timmy Turner, Mike Parziale or Alison Gannett, going on a purposeful trip and inspire other along the way” says Marie Fortin, Clif Bar Mountain Town Ambassador. “Second, while tsunamis aren’t caused by global warming, The Tsunami Diaries is a great reminder of the potential destructive power of hurricanes who are becoming stronger and more frequent because of global warming. Protecting our winters or saving our snow means more than restoring our winter climates, it tickles down to restoring our coral reef” continues Miss Fortin. “As a community, our snowboarding, skiing and surfing culture has a lot of power to get things going in a ‘green’ direction. With the POW fundraiser, we hope to educate and inspire people to be the change themselves.”

The POW Fundraiser is a Hilltrip production and include Clif Bar, Ocean Minded, Whistler Blackcomb, Kokanee and SBC Surf as official sponsors.

About Clif Bar

Clif Bar & Co. (www.clifbar.com) is a leading maker of all-natural and organic energy and nutrition foods and drinks, including the CLIF® BAR energy bar and LUNA®, The Whole Nutrition Bar for Women. Focused on great food and sustainability, Clif Bar & Co. works diligently to reduce its footprint on the planet from the field to the final product.

About Ocean Minded

Ocean Minded™ (www.oceanminded.com/) is a leading designer and manufacturer of high-quality leather and EVA-based sandals primarily targeted at the beach, adventure and action sports markets, while utilizing natural and sustainable materials whenever possible. The brand was established in 1996 by Gary Ward, and was built on the principles of protecting our beaches, respecting the environment, and an overall love for life. The Ocean Minded™ brand was acquired by Crocs, Inc. in 2007.

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