

FOR IMMEDIATE RELEASE

FACE GLOBAL WARMING at ActionONE

Whistler, November 24, 2004 – HillTrip presents ActionONE; a Silent Auction & Slide Show Party Fundraiser on December 5th at Garfinkel's.

The main goal of the event is to fight global warming by raising awareness. The proceeds will be evenly divided between the David Suzuki Foundation and Hilltrip Environmental Programs.

ActionONE will start with a quick introduction to the Melting Mountains Program and will follow with a silent auction where people will bid on ski and snowboard gear, cat skiing trips and art pieces from local artists **Dave "PEPE" Petko, Chili Thom, Vanessa Stark, Oliver Roy** and **Brad Chornaby**, among other items.

The latest list of item to be auctioned is available on www.hilltrip.com and will be updated as new companies donate products and services.

While bidding on items, photographers **Crispin Cannon, Bruce Rowles, Kurtis Croy**, and **Blake Jorgenson** will amaze the audience with slide shows around the theme "Mountain Life".

As a way to raise more money to fight global warming, there will also be a "Balloon raffle" featuring the Kokanee Glacier Girls. By purchasing a balloon, people will instantly win a prize; no balloon will be empty.

To help make sure the night runs smoothly, local DJs **Phroh** and **Tone** will be hosting the event by informing, entertaining and pumping the crowd to participate in the cause by bidding on items and buying balloons.

"Educating about climate change and how it relates to our mountain lifestyle, is critical in the process to move toward sustainability" says Marie Fortin, Managing Director and Founder of Hilltrip. "Global warming is happening right now and I want to give the opportunity to everyone who wants to take action and be part of the solution."

Thank you to the David Suzuki Foundation and Melting Mountains. During the event, there will be lots of information available about global warming and ways to reduce greenhouse gas emissions.

During the last century, glaciers in the southern Canadian Rockies have lost at least 25 per cent of their area and some glaciers have lost up to 70 per cent of their volume. "With fact like that, we need to face it. It's about respect. It's our nature and our mountain lifestyle that is at risk" says Marie. "As mountain lovers, it's our responsibility to learn more about the impacts of our actions on our environment and to take care of it. We need to walk the talk and act. For example, I made sure all our flyers and poster were printed on 100% recycled paper."

Hilltrip is a new company in Whistler. Operated by mountains lovers for mountain lovers and rippers, its vision is to improve the sustainability of our mountain environment including mountain resorts and sports industries. With ActionONE, Hilltrip aims to gain the credibility to accomplish initiatives of bigger scope.

Thanks to our major sponsors: Kokanee, Powder Mountain Catskiing, Wildcats, Rossignol, O'neil, Silver Snowboards, SMS Clothing, Dope State, Snowboard.com and Freeskier.com.

**ActionONE will be held on Sunday, December 5th at Garfinkel's at 8pm. Cover: \$10
The silent auction ends at 10:30 and only cash will be accepted.**

Links:

List of Silent Auction Items PDF - <http://www.hilltrip.com/AuctionItems.pdf>

Photographers Bios PDF - <http://www.hilltrip.com/PhotographersBios.pdf>

Artists Bios PDF - <http://www.hilltrip.com/ArtistsBios.pdf>

ActionONE Poster PDF - http://www.hilltrip.com/ActionONE_poster.pdf

“Marie Fortin Highlight History” available on request.

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