



# TELUS WORLD SKI & SNOWBOARD FESTIVAL



# EXECUTIVE SUMMARY

**“The biggest snowsports party on the planet”** - Outside Magazine

Each spring, Whistler, British Columbia, Canada – home to the 2010 Winter Olympic Games – resounds with the largest music and snowsport celebration in North America. During the 10 days and 10 nights of the TELUS World Ski and Snowboard Festival, Whistler reverberates with the pulse of the most dynamic in the sports, music and arts scene, and the beat is felt around the world.

This high-octane 10 day and night showcase fulfils its mission to put Whistler on the map as the must-visit end-of-season wrap party, annually drawing in excess of 275,000 fans who are living at the frontlines of core mountain culture.

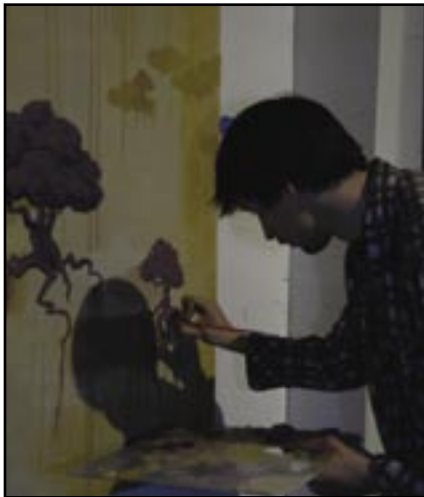
As the art, sports and music components of the Festival continue to fuse and cross-pollinate, the event grows as a major pop-culture phenomenon and the leading youth/lifestyle event in the world.

Redefining the “what’s what” and “who’s who” of the youth scene, the TELUS World Ski and Snowboard Festival fuses sports, arts and music into a seamless non-stop celebration, injecting vitality into a line-up that includes the world’s biggest free outdoor concert













series, renowned visual arts mega-productions, burn-the-candle nightlife, career-making ski and snowboard competitions, and a host of other mountain culture events.

Spawning imitators around the globe, the Festival continues to inspire with its innovative and progressive programming, fuelled directly by the leaders of the mountain sports and lifestyle industry.

Amplitude, altitude and awesome entertainment confirm Whistler is the only place to be for key influencers, youthful trendsetters and cultural aficionados. The 13th annual celebration of all that is core in the mountain and freeriding world hits the ground on April 11-20 2008.



# FESTIVAL EVENTS 10 DAYS AND NIGHTS OF PURE ENERGY, FEATURING:

-  **OUTDOOR CONCERT SERIES** - Canada's biggest free outdoor concert series turns the mountains into the ultimate amphitheatre. Daily in the heart of Whistler, headline acts and buzz-worthy emerging artists have included Stephen Marley, Sam Roberts, the Black Eyed Peas (with special guest Justin Timberlake), Nickelback, Finger 11, Jurassic 5, Metric, Toots and the Maytals and more
-  **WORLD SKIING INVITATIONAL** - The 'mother of all freeskiing' events invites the world's best freeskiers to throw it all down in Big Air, Stompede, and Superpipe contests.
-  **WORLD SNOWBOARDING OPEN** - The finale to the worldwide competitive season features top riders from across the globe pushing the progression in Big Air, Stompede and Superpipe formats.
-  **KOKANEE FREERIDE CLUB SERIES** - For those who live for the nightlife, this free concert series brings Canada's best emerging and established stars into Whistler's energetic club scene.
-  **PRO PHOTOGRAPHER SHOWDOWN** - Flushing the world's best action sports photographers in the world out from behind the lenses, this "Sundance Festival of Action Photography" is a visual feast and the preeminent action sports photography event in the world.
-  **72 HOUR FILMMAKER SHOWDOWN** - The Muses descend en masse when 50+ film crews storm Whistler with just 72 hours to shoot, edit and produce a 5 minute piece. The gala screening, featuring the top 8 finalists, is the ultimate expose of creative talent.
-  **WORDS & STORIES** - 21st storytelling at its finest. A handpicked gathering of literati celebrate the art of storytelling by spinning short tales, scorching with hip hop style rhythms or riding the rapids of stream of consciousness prose.
-  **CHAIRLIFT REVUE** - Theatre in the round becomes theatre in the Roundhouse, with this irreverent showcase of theatre shorts, capturing conversations from the chair, scripted by the region's hottest literati.
-  **FASHION EXPOSED** - Slopeside style is not just about rotational tricks. This high-octane runway performance translates the cuspiest cultural apparel into a showcase of signature moves. The leading brands in urban-street and lifestyle wear in an all-out sensory assault. Ground Zero for scoping the latest ski, snowboard, street and action wear for 2008/09.
-  **DOGFEST** - A crowd favourite, this 2 day celebration of canine companions really hits its stride at the hundred-strong Dog Parade. **FAMILY ZONE** - Free entertainment and attractions focused on families, in the heart of Whistler Village.
-  **DEMO PARK** - North America's largest demo days provide the opportunity to test drive next season's ski and snowboard gear, free.
-  **BIKE TRIALS** - A precision performance that will boggle the mind, and defy the laws of physics. This crowd favourite entertains with the tightest trials riding through a multi level obstacle course.
-  **SKATE ZONE** - The Village's no-skate rules are waived for 10 days of skateboard ramp action, with demos, sessions and pro/am jams.
-  **BRAVE ART** - Building on three years of success, the Brave Art festival will again showcase street artist superheroes and alter egos from Gotham to the City of Angels to Whistler's underground emerging talent. Showcasing over 30 artists in a 100 plus piece installation, art mediums include canvas, sculpture, skate decks, photography, film and graffiti.
-  **WORLD BACKCOUNTRY FREERIDE JAM** - This three-day festival within the festival is a celebration of skiing and riding in its truest and most inspirational form... the quest for the cold smoke of uncontrolled terrain and the freshest tracks. Get back to the roots of modern skiing, when self-propelled was the only way up.
-  **DJ EXPERIENCE** - An all-hours afterburner that promises a night without end, amen. A cadre of internationally famous DJs lay down the soundscape for a one-of-a-kind live audio-visual mega-production.
-  **IF ULLR WAS A GIRL** - 25,000 grand prize up for grabs again. Last year we asked ourselves, "what if Ullr was a girl? What would she be like?" Then we spent the entire winter looking for her - the ultimate mountain woman. In the end, over 400 kick ass skiers and riders from every discipline - big mountain, park & pipe, boarder x, you name it - came out of the woodwork and threw their hats in the ring for a chance to compete. This year, we're searching again. [www.ifullrwasagirl.com](http://www.ifullrwasagirl.com) Four lucky girls will join 12 invited pros to throw-down for the ultimate crown.
-  **New for 2008: COLD FUSION.** It's nuclear. The Festival's iconic Big Air finale will morph into a spectacular fusion of all the Festival's elements, and it's set to be explosive.
-  **NEW for 2008:** The Pow-wow Industry Summit will bring leaders in the ski and snowsports world to Whistler for the ultimate speed think-tank experience.



# FESTIVAL AT A GLANCE

- Largest winter sports and music festival in North America
- Whistler: North America's #1 four-season resort
- Host venue of the 2010 Winter Olympic Games
- Whistler's flagship annual event
- Annual attendance of over 250,000
- Overall Festival enjoyment rating of over 95%
- \$3 million+ pre-event national marketing/communication campaign
- \$7 million+ in measured editorial coverage
- 400+ journalists in attendance representing music, lifestyle, entertainment, sport and news media outlets (2007)
- Canadian National television broadcast (MTV, CTV)
- Features Canada's largest free outdoor concert series
- Best skiers and snowboarders in the world in six major events
- World's pre-eminent visual arts events
- Exceptional Fashion events featuring the hottest brands
- World-class corporate hosting
- Year-round promotional opportunities
- 86.4% awareness of Festival prior to arriving in Whistler
- \$30 million+ in annual economic impact



# WHISTLER RESORT

Repeatedly voted the #1 resort in North America and the venue for the 2010 Winter Olympic Games, Whistler is internationally renowned as the epicentre of mountain culture, and poised to enjoy the global media spotlight when Beijing passes the Olympic torch.

Be it young athletes pushing the progression of the sport, retired athletes rethinking the fundamentals of equipment or designing cutting-edge terrain parks, visionaries dreaming up Olympic-venues in the bush, or engineers working to span mountains with a record-breaking gondola – Whistler has long been the place where rules were bust open, gravity defied, and the boundaries left for dust.

Against that creative backdrop and the massive summits of Whistler Blackcomb, the TELUS World Ski and Snowboard Festival has positioned itself as the must-attend spring event for world famous athletes, the ski and snowboard industry, mainstream media and visitors around the world. This convergence perfectly captures the spirit of what makes Whistler such an amazing place.

When other resorts are shutting down for the season, Whistler blows minds with its stellar on and off mountain experiences. From the award-winning compact pedestrian village to the outdoor concert stage at the foot of both mountains, the Festival spills the on-hill exuberance of the world's best athletes into the village, with Big Air spectacles, free concerts, and multi-media shows.



# IN THE NEWS

#1 Event of the Year

- **Pique** “**Best of Whistler**”

“10 days and nights of shred and arts – inspired madness”

- **DOSE**

“TWSSF continues its Crusade to unite the faithful under the banner of music, arts and sports, with the add-on promise to blow your mind”

- **Ski Press (US)**

“The biggest ten days of the year.”

- **Snowboard Magazine**

**“TWSSF...PULLS THE  
PLUG ON WINTER, RIPS  
THE TOP OFF SPRING  
AND BLOWS THE DOORS  
OFF ANYTHING ELSE OUT  
THERE”**

- **Skier Magazine**

“Think of it as a cross between NY and Paris Fashion Weeks, Coachella, and the X-Games”

- **Get Outdoors**

“Where the tribe gathers.”

- **Vancouver Sun**

“It has morphed into WOW.”

- **Ski Press (Canada)**

“Two weeks of mayhem”

- **Freeskier**

“It’s the all-senses festival.”

- **Ski Press**

“Equal parts open-air music festival, high-altitude club hopping rave, and Super Bowl of New School ski and snowboard competitions...”

- **Peter Kray**

“A massive burst of creative energy”

- **Vancouver Sun**

“The mother of all parties”

- **Edmonton Sun**

**“A HUGE CELEBRATION  
OF EVERYTHING THAT’S  
CORE TO MOUNTAIN  
CULTURE, COMING  
TOGETHER OVER 10 DAYS  
AND NIGHTS.”**

- **MTV e2**

“Ten days of hedonistic awesomeness.”

- **Vice**

“Believe the hype – it’s everything you’ve heard”

- **Mountain Life**

“THE season-ending blowout”

- **Outside Magazine**

“Proof that Whistler knows how to throw a party”

- **Melbourne Herald Sun**

“TWSSF has grown to rival Quebec’s Carnivale and Ottawa’s Winterlude as Canada’s major winter outdoor gathering”

- **Jack Christie**

“The largest mountain festival in North America”

- **24 Hours**

“For more than a decade, April’s annual TELUS World Ski and Snowboard Festival has been the place to make the scene and be seen.”

- **Up! (Westjet’s Inflight Magazine)**

“When Whistler has a party, they don’t hold back. With 50 live concerts, the infamous Filmmaker Showdown, first-rate nightlife and not to mention some of the best slopes in the world, you don’t want to miss this.”

- **Culture.ca**

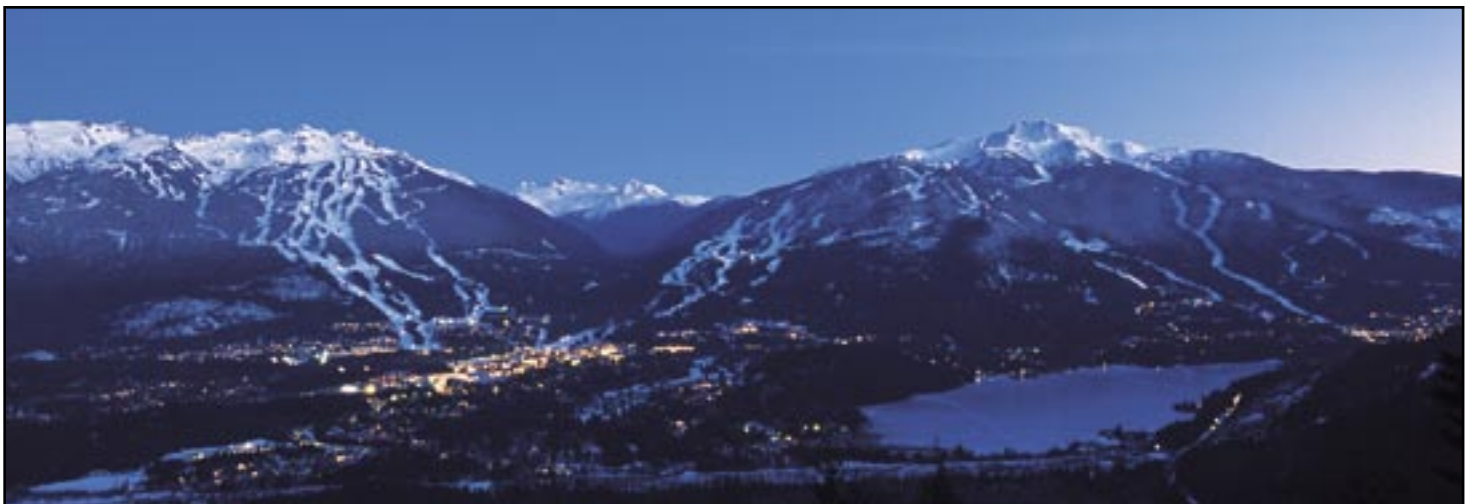
**“JUST ABOUT THE  
BIGGEST BASH ON THE  
FACE OF THE PLANET.”**

- **Vancouver Sun**



# SCHEDULE

	APRIL 11	APRIL 12	APRIL 13	APRIL 14	APRIL 15	APRIL 16	APRIL 17	APRIL 18	APRIL 19	APRIL 20
DAYTIME	<b>SPORTS COMPETITIONS</b>									
	<b>INTERACTIVE ZONES - WHISTLER VILLAGE</b>									
	<b>LIVE OUTDOOR CONCERT SERIES</b>									
AFTERDARK	<b>ARTS &amp; CULTURAL EVENTS</b>									
	<b>NIGHTTIME MUSIC/ARTS/SPORTS PRODUCTIONS</b>									
	<b>EVENING CONCERT SERIES &amp; PARTIES</b>									



# FESTIVAL EVENTS

10 DAYS AND NIGHTS OF PURE ENERGY, FEATURING:

Whistler hosts the most massive snow celebration on Earth, the legendary TELUS World Ski and Snowboard Festival. From April 11th – 20th, ski and snowboard pros battle it out for vertical supremacy in the Big Air and Superpipe events. The non-stop soundtrack features over 50 free live concerts including the Trews, Michael Franti and Spearhead and the John Butler Trio. Be inspired by urban art exhibits, collective novels, storytelling and theatre events, and a trifecta of fashion, film and photo shows, as you experience endless nightlife and the best spring skiing and riding in the world. Lift and Lodging from only \$85 a night. Head to [whistler.mtv.ca](http://whistler.mtv.ca) for more info.

**OUTDOOR CONCERT SERIES** - No action will go unsoundtracked when Canada's biggest free outdoor concert series turns the mountains into the ultimate amphitheatre. Daily in the heart of Whistler, headline acts and buzz-worthy emerging artists include Michael Franti and Spearhead, the John Butler Trio, The Trews, Ill Scarlett, Daniel Wesley, and Julian Marley.

**WORLD SKIING INVITATIONAL** – The season grand finale for the world's best ski pros with \$50,000 in cash prizes. Check out the shock and awe of the Big Air, the big barrel riding of the Superpipe, and the brand new Orage Masters, a Slopestyle event set to leave you barefoot and breathless.

**WORLD SNOWBOARDING CLASSIC** – Bring on the world's best board-riders, to claim the podium for freeriding domination and \$50,000 in cash prizes. With a brand new prize purse so heavy your pants will be dragging, snowboard pros will go head to head at the Big Air and the Superpipe, for bragging rights, and one fat cheque.

**Big Air:** Riders and skiers are the new constellations, when they turn into shooting stars and light up the night at the big-on-awe Big Air. Join the 15,000-strong star-gazing crowd at this invertational, as the best pro skiers and riders launch overhead to the thumping beats of live music. The pros lay it all on the line to own the night sky, and haul \$10,000 for first place.

**Superpipe and Superhit:** Celebrating the evolution of the new school skiing and snowboarding movements, the infamous Superpipe sends riders deep into the barrel, before launching with maximum amplitude, attitude and style. The one-shot Superhit is the grand finale of the Superpipe, giving skiers and riders a no-holds barred no-second-chances run at the walls, to show off their ultimate form, as judged by their peers, and walk away with a cool two grand.

**ORAGE MASTERS** Dubbed the “anti-comp” for combining a slopestyle course with a team-based free-for-all approach, of teams decked out in costume-tomfoolery, the Orage Masters sees eight teams of four made up of the biggest names in New School skiing (1 female and 3 male) battling head to head for the ultimate title. Stomping to its new home in Whistler, the 5th Orage Masters of the two-planked Universe take on the specially-designed Jib-Zone to earn respect for their teams and \$25,000 in prizes. Featuring the hottest pro riders from Salomon, Rossignol, Forefront, Armada, Dynastar, Volkl, K2 and Atomic throwing down in a barrage of non-stop action. Be front and centre on Blackcomb April 11-13. It's the only place you'll find skiing's heavyweights riding in anything from Wizard of Oz costumes to Chuck Norris suits to pirate outfits.

**ULLRGIRL** Having thrown down huge for girlpower with last year's If Ullr Was a Girl contest, a Whistler posse comprising the TELUS World Ski & Snowboard Festival, Origin Design & Communication and Whistler Blackcomb have combined forces to back up again with another \$25,000 prize purse dedicated to female rippers. Four wildcard athletes from [ifullrwasagirl.com](http://ifullrwasagirl.com) will join up to 12 invited female ski and snowboard pros, to contend for the Queen of the Mountain crown in this sweet and spicy girlpower event.

**WORLD BACKCOUNTRY FREERIDE JAM** - Free your heels and free your mind. Enter Year Three for the grassroots groove of the WBFJ, and Diamir Bindings bring their bomber-cred to what has fast become the ultimate tribute to the freedom of the hills. The three day fest-within-the-Fest includes a host of free clinics and demos, the Backcountry Photo Expose, snowshoers taking on skiers in the 1200m vertical hillsprint of The North Face Whistler Wind-Up as well as The North Face Canadian National Ski Mountaineering Championships. For more info, visit [www.wbfj.ca](http://www.wbfj.ca)

**KOKANEE CLUB SERIES** – For those who live for the nightlife, this free concert series brings Canada's best emerging and established stars into Whistler's energetic club scene.



# FESTIVAL EVENTS

10 DAYS AND NIGHTS OF PURE ENERGY, FEATURING:

**DJ EXPERIENCE** - An all-hours afterburner that promises a night without end. A cadre of internationally famous DJs lay down the soundscape for a one-of-a-kind live audio-visual mega-production.

**"SEASONS" WORLD PREMIERE** - The Collective debuts their latest mountain biking film, following seven of the world's top mountain bikers Darren Berrecloth, Matt Hunter, Cam McCaul, Steve Peat, Andrew Shandro, Steve Smith, and Thomas Vanderham through four seasons of one year. Check out the teaser at [www.thecollectivefilm.com](http://www.thecollectivefilm.com).

**OLYMPUS PRO PHOTOGRAPHER SHOWDOWN** - Flushing the world's best action sports photographers in the world out from behind the lenses, this "Sundance Festival of Action Photography" is a visual feast and the preeminent action sports photography event in the world.

**72 HOUR FILMMAKER SHOWDOWN** - The Muses descend en masse when 50+ film crews storm Whistler with just 72 hours to shoot, edit and produce a 5 minute piece. The gala screening, featuring the top 8 finalists, is the ultimate expose of creative talent.

**FILMMAKER SECOND CUTS SCREENING** - A movie marathon event featuring all eligible 72 hour short films, including the ones that didn't make the Gala screening cut.

**CHAIRLIFT REVUE** - Theatre in the round becomes theatre in the Roundhouse, with this irreverent showcase of theatre shorts, capturing conversations from the chair, scripted by the region's hottest literati.

**FASHION EXPOSED** - Slopeside style is not just about rotational tricks. This high-octane runway performance translates the cuspiest cultural apparel into a showcase of signature moves. The leading brands in urban-street and lifestyle wear in an all-out sensory assault. Ground Zero for scoping the latest ski, snowboard, street and action wear for 2008/09, as well as the hottest new design talent in BC, winner of the Designer Search and Expose contest.

**ICON GONE** - Storytelling with a twist. Whistler's favourite leaders and agitators take the stage in a verbal gladiator match that will pit them against each other in a competition over Whistler's greatest icon. It's sure to get a little rowdy as the crowd cheers them on. Presented in conjunction with the Whistler Museum.

**BRAVE ART** - Building on three years of success, the Brave Art festival will again showcase street artist superheroes and alter egos from Gotham to the City of Angels to Whistler's underground emerging talent. Showcasing over 30 artists in a 100 plus piece installation, art mediums include canvas, sculpture, skate decks, photography, film and graffiti.

**COLLECTIVE NOVEL LAUNCH** - Combining the literary chops and design steeze of 20 local writers and illustrators, this serialized murder mystery set in Whistler unfolded in the Pique throughout the winter. The composite version launches at the Festival, with limited edition copies on display.

**DOGFEST** - A crowd favourite, this 2 day celebration of canine companions really hits its stride at the hundred-strong Dog Parade.

**FAMILY ZONE** - Free entertainment and attractions focused on families, in the heart of Whistler Village.

**DEMO PARK** - North America's largest demo days provide the opportunity to test drive next season's ski and snowboard gear, free.

**MOUNTAIN BIKE TRIALS** - A precision performance that will boggle the mind, and defy the laws of physics. This crowd favourite entertains with the tightest trials riding through a multi level obstacle course.

**SKATE ZONE** - The Village's no-skate rules are waived for 10 days of skateboard ramp action, with demos, sessions and pro/am jams.

**SPONSOR ZONES** - Customised zones in the heart of Whistler's pedestrian village, set to feature mechanical bulls, dodge-ball contests, samples and prizes galore.

**NEW! for 2008** - The Festival hosts industry think-tank, the invitation-only PowWow08. [www.twssf-powwow.com](http://www.twssf-powwow.com)

**Visit the press room for more details:**  
<http://www.watermarkinc.ca/twssfmedia/>

# TELUS World Ski & Snowboard Festival Event Schedule - 2008

DAY	FRIDAY APRIL 11	SATURDAY APRIL 12	SUNDAY APRIL 13	MONDAY APRIL 14	TUESDAY APRIL 15	WEDNESDAY APRIL 16	THURSDAY APRIL 17	FRIDAY APRIL 18	SATURDAY APRIL 19	SUNDAY APRIL 20
	ORAGE MASTERS - SKI			SUPERPIPE TRAINING SKI & SNOWBOARD		SUPERPIPE QUALIFIER - SKI	SUPERPIPE QUALIFIER - SNOWBOARD	SUPERPIPE SEMI FINALS SKI & SNOWBOARD	SUPERPIPE FINALS SKI & SNOWBOARD	
			ULLR BIG MOUNTAIN	ULLR SUPERPIPE	ULLR JIB SESSION				WORLD BACKCOUNTRY FREERIDE JAM	
	DEMO PARK								DEMO PARK	
DAYTIME	SKIING & RIDING ON WHISTLER BLACKCOMB									
	BRAVE ART									
		MASCOT MAYHEM							WHISTLER DOG FEST	
	INTERACTIVE ZONES - SKATE ZONE, BIKE ZONE									
APRES	OUTDOOR CONCERT SERIES									
	SEASON'S WORLD PREMIERE	BIG AIR	ICON GONE	PARTY	FILMMAKER SHOWDOWN	FILMMAKER SECOND CUTS SCREENING	PROPHOTO SHOWDOWN	FASHION EXPOSED	DJ EXPERIENCE	THEATRE
AFTERDARK	KOKANEE FREERIDE CLUB SERIES									
	PLUS MORE UNSCHEDULED FUNCTIONS, EVENTS AND PARTIES THAN ANYONE CAN TRACK									

\* SCHEDULE SUBJECT TO CHANGE

# CONTACT

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Lisa Richardson - Communications Manager



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