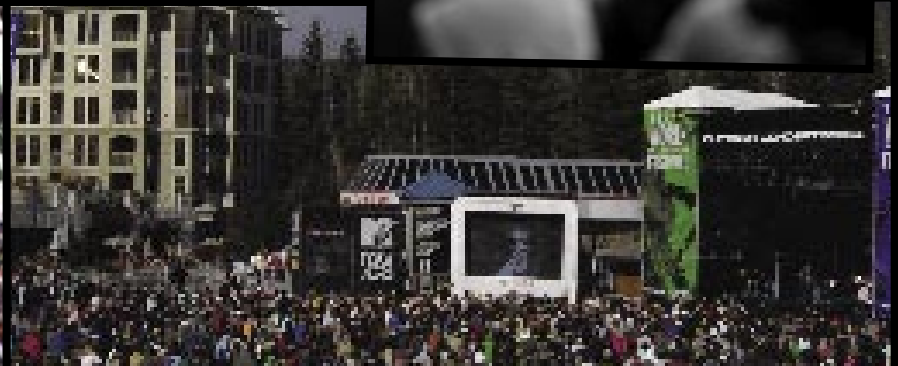


TELUS WORLD SKI & SNOWBOARD FESTIVAL



APRIL 11 - 20 2008



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

- Vancouver Sun

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

- MTV e2

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

- Skier Magazine



As Canada's largest free outdoor concert series and the biggest snow Festival in the world, the 10 day and night TELUS World Ski & Snowboard Festival has become Whistler's flagship event, putting the resort on the map as the epicenter of the snowsports world.

Celebrating its 13th year at the forefront of youth mountain culture, the TELUS World Ski & Snowboard Festival blends live music, fashion and multimedia arts spectacles against a backdrop of the most exciting athletic progressions in the free-riding scene.

5 reasons the TELUS World Ski and Snowboard Festival is more fun than the Olympics:



1. The only shooting going on is with telephoto lenses.
2. No urine tests are necessary. Athletes hucking off the Big Air or in the Superpipe are more likely to be juiced up on caffeine and Red Bull than any performance enhancing drugs. Olympic contenders like Canada's Brad Martin and Australia's Nate Abbott will be strutting their stuff.
3. The most expensive seat in the house costs \$20. (That's a ticket to the Pro Photographer Showdown, pitting the globe's 5 biggest action sports photographers against each other. And yes, they sell out just as fast as an Olympic hockey finals... but they're still just \$20.)
4. Girls can Jump. Sarah Burke, Grete Eliassen, Mercedes Nicoll, Priscilla Levacs, Hannah Teter - female skiers and riders will take part in the Big Air, Orage Masters and Superpipe contests, as well as the girlpower Queen of the mountain search, ifullrwasagirl.com.
5. The action is completely soundtracked. Which makes it easy to get your groove on. And keep it going for 10 days straight.

Invitation

Each year, the TELUS World Ski & Snowboard Festival hosts more than 400 members of the international media. Offering eye-candy, non-stop action and great access, the Festival invites visiting media to come back to Whistler anytime between April 11-20, 2008, for a glimpse at the 2010 host resort's personality.

For more information, visit <http://whistler.mtv.ca>, or contact Communications Director **Lisa Richardson** at lrichardson@watermarkinc.ca, 604 938 3399 x34.