



TWSSF - We've got partying figured out. The numbers...

The 12th TELUS World Ski and Snowboard Festival was the finale to an awesome season that saw over 42 ft of snow. It's only fitting to wrap it with:

- 10 days and nights of non-stop action - sports, arts and music.
- Over 50 free concerts, putting together more than a hundred hours of mind-blowing live music in all weather by Sam Roberts, K'naan, Stephen Marley and Jr Gong, Toots and the Maytals, Buck 65, Finger 11, Alison Crowe, Animal Nation
- Over 400 members of the international media in attendance, representing more than 15 different countries (New Zealand, Australia, US, Canada, UK, Sweden, Bosnia, Germany, France, Switzerland, Latin America, Korea, Japan, Finland, Norway)
- 45 accredited film and TV crews capturing the energy and the action
- More than 200 athletes throwing down, tweaking out, spinning up at 10 days of competitions
- Over \$5000 donated to local charities WAG, Zero Ceiling and AWARE from event proceeds
- 78 filmmaking teams pre-registered, with 64 checking in for a 72 hour creative frenzy, yielding 55 films and 8 stellar finalists, and 1 winner of \$15,000 in prizes, Luke and Shawn Divers, with "The Legend of Jacques Les Nards".
- Almost 20,000 hits on the Babe Reel highlights, 50,000 of Stephen Marley's Buffalo Soldier and 16,000 of the Filmmaker Showdown highlights on www.yahoo.ca (key word: TWSSF) in 3 weeks of uploading.
- Over 200 videos online of Festival highlights sprouting forth since April 13 2007
- More than 30 pieces of underwear (making up approximately 1 metre of fabric) modeled in 2 high-energy, high-exposure fashion shows
- 70,000 Schick Xtreme 3 razors, and 40,000 Biore nose strips sampled
- 50,000 plastic YOP bottles diverted from landfill into recycling stations
- 187 hours spent by James Lemon in a Wave to win the Pontiac Ride the Wave contest
- 6 Pontiac vehicles demo'd
- 9000 cubic metres of snow moved to create one Big Air launch
- 50,000 bunny hops performed by trials rider Ryan Leech during the free outdoor displays, and his guest appearance at the Schick Xtreme 3 Fashion Exposed, with one flat tire...on the Norco 1979 artefact...
- 145 dogs at the Dog Parade
- 6 nights of sold-out shows for Words and Stories, the Chairlift Revue, the Pro Photographer Showdown, Yahoo! 72 Hour Filmmaker Showdown, Schick Xtreme 3 Fashion Exposed, and DJ Experience
- Too many parties to count...
- 3,065,461 hits on www.whistler2007.com during the Festival
- 5,837,047 hits on www.whistler2007.com in April 2007
- There were 70,057 unique visitors to the website in April 2007 compared to 38,117 for April 2006.
- A 15,000 strong crowd jamming the Skiers Plaza, for the Playstation Big Air
- An unprecedented amount of zap-straps used to hold up banners and scrim.

Exhausted yet? So are we. Time to recharge for round 13. April 11-20, 2008. The TELUS World Ski and Snowboard Festival is going strong. Plan to be a part of it.