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COAST & MOUNTAINS**

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Lisa Richardson

p. 604.938.3399 ext 21

lrichardson@watermarkinc.ca

**OLD SPICE RAIL JAM WRAPS UP ITS CROSS-COUNTRY MISSION, SENDS
AMBASSADOR TO WHISTLER AS REWARD**

Contest winner will enjoy old spice world snowboarding classic, in Whistler, from April 13.

Whistler BC March 9, 2007 - Like a global warming-impacted glacier, the mountain has retreated from the cities of Toronto, Montreal and Calgary.

But for one lucky winner of the Old Spice Experience contest, the retreat is only temporary, and she'll soon be in hot pursuit of the big mountain experience.

Anne-Claire Villeneuve, of Montreal, took the Old Spice Experience when the Rail Jam hit her home-streets on February 24, and walked away with the ultimate shot in the arm - an all expenses paid trip to Whistler to experience the opening weekend of the TELUS World Ski & Snowboard Festival in all its intensity.

Gravity-challenged urbanites across Canada had the chance to taste the adrenaline-laced tang of the big mountains when the **Old Spice Experience Rail tour** hit Calgary, Montreal and Toronto in the past month.

Downtown squares were transformed as the producers of the TELUS World Ski & Snowboard Festival descended, trailing truckloads of fresh snow, jib-friendly rails and a posse of the country's best pro snowboarders.

The Old Spice Experience Rail Tour wrapped its outreach mission in Toronto on Saturday March 3, and will now ricochet back west, to culminate in the Old Spice World Snowboarding Classic at Whistler, April 13-22, where the rockstars and gladiators of the snowboard scene will throw down for the ultimate title. For its twelfth straight year Whistler invites the best riders in the world to put it on the line for the final showdown of the season at the Old Spice World Snowboarding Classic, with Big Air, rodeo-style Stompede and Superpipe events.

“The nature of a great experience is that you want to share it with people,” explained Managing Director of the TELUS World Ski & Snowboard Festival, Sue Eckersley. “It’s natural for us to want to bring the essence of winter in Whistler to the city streets. And it was a chance to take back “the grind”. For these riders, a good rail grind is about play and self-expression and a signature style.”

The best place to experience the concentrated essence of Whistler, says Eckersley, is at its flagship celebration, the end of season wrap-party known as the TELUS World Ski & Snowboard Festival.

There, for ten days and ten nights, Whistler turns up the volume with 50 live concerts, major pro ski and snowboard comps, legendary arts events, burn-the-candle nightlife and the best spring skiing & riding in the world.

High-octane meets high-brow, with flagship afterdark events like the Fashion Exposed sensory assault, Pro Photographer Showdown, Brave Art exhibit, Words and Stories jam session and 72 Hour Filmmaker Showdown translating the on-hill energy of the world’s best ski and snowboard athletes into every conceivable artistic medium. Spawning imitators around the globe, the TWSSF’s legendary combination of sports, music and art makes it the ultimate showcase of mountain life. For more information on the *2007 TELUS World Ski and Snowboard Festival*, this year from April 13-22, visit whistler2007.com

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Contact:
Lisa Richardson
Communications Manager
Watermark Communications Inc.
10-1006 Lynham Road
Whistler, BC V0N 1B1
www.whistler2007.com
p. 604.938.3399 ext 21
lrichardson@watermarkinc.ca