



FOR IMMEDIATE RELEASE

ATHLETES HAVE UNTIL MARCH 8 TO THROW NAME IN THE RUNNING FOR A SPOT IN THE WHISTLER COMPETITIONS

TELUS World Ski & Snowboard Festival's Canadian MVP will win inaugural Pontiac Peak Performer Award and a hot new ride

WHISTLER, BC, February 23 2007 - For 10 days in April, skiers & snowboarders will gather for five competitions and the classic end to an incredible season in Whistler.

Snowboarders and skiers will again join forces for the 2007 TELUS World Ski & Snowboard Festival, with the **Old Spice World Snowboarding Classic** and the **World Skiing Invitational** taking place simultaneously April 12 - 21.

Over 150 riders and skiers will take on the **Stompede, Rail Session, Superpipe and TWO Big Air competitions** throughout the festival week. In addition to \$100,000 in cash & prizes on the line, athletes will be motivated to go big by the opportunity to win the inaugural Pontiac Peak Performer Award and the keys to a brand new Pontiac G5 GT.

The Canadian skier or rider who out-spins, out-jumps and out-grinds their competitors across four events and receives the most votes at the on-site Pontiac display will receive the Peak Performer award and will squeal out of town in a slick, black Pontiac G5 GT after the April 21 Big Air.

A newly introduced lottery format will give the opportunity for emerging athletes to secure a spot in the World Skiing Invitational and Old Spice World Snowboarding Classic competitions, so fresh contenders can mix it up with established pros and previous champions.

Athlete Manager Lindsay O'Brien said, "Uniting pros and amateurs through a mixture of invitational and open fields makes the festival an event for all levels of riders. It provides an exciting opportunity for up & comers to size up their skills against the pros and help to launch their competitive careers and have a ton of fun in the process."

Between now and March 8, athletes can go to www.whistler2007.com to request an invitation or enter the lottery. Confirmed competitor lists will be announced on March 12.

Event Low-Down:

April 12-15 Stompede - With a mix of invitational and open lottery spots, the new & improved STOMPEDE Arena will again be built at the top of the Emerald Chair on Whistler Mountain and will consist of a terrain park course with specially designed features and rails. Instead of running the course in its' entirety, each heat will session each feature together, then move on to the next feature.

2006 Winners have received advance invitations to the competition. These include skiers Mike Henitiuk, Riley Leboe, Taylor Felton, Kaya Turski and Michelle Parker. Snowboarders include Craig Beaulieu, Brad Martin, Dennis Bannock, Star Quinn and Charmaine Ironside.

April 13-14 Old Spice Big Air - The first of TWO Big Air competitions will kick off on Saturday 14, showcasing 15 snowboarders and 15 skiers in a 2 jump contest. The top 3 scoring skiers will advance to a 5,7,9 and beyond super final, and join a charged field with 2006 ski air winners Jon Olsson, TJ Schiller and Sammy Carlson and riders TJ Schneider, Mike Page and Travis Williams.

April 18-21 Superpipe - Blackcomb's Superpipe will host 4 days of competitions, with Round One starting out with 85 snowboarders and 95 skiers. Top skiers and riders will move on to the Semi Finals, then Finals, where 2006 Superpipe Ski Champions Andreas Hatveit, Mike Riddle, Justin Dorey, Marie Martinod and Sarah Burke, and Snowboard Superpipe Champions Crispin Lipscomb, Takaharu Nakai, Taka Ishihara, Brad Martin, Soko Yamaoka and Dominique Vallee will be waiting to take them on.

April 19 Rail Session Defending snowboarders Matt Dano and Molly Milligan will fight off 10 male and 3 female invited challengers. On the ski side, Corey Vanular and Kaya Turski will take on 10 male and 3 females in the one hour action packed Rail Session.

April 21 Big Air - The Festival's Grand Finale invites a whole new field of riders to hit the jump, along with 2006 ski winners Jon Olsson, TJ Schiller and Sammy Carlson and snowboard champs TJ Schneider, Mike Page and Travis Williams. Skiers and riders will compete in the 5,7,9 and beyond Super Final with the top placer winning the much sought after title of Big Air Champion.

The *TELUS World Ski & Snowboard Festival* is produced by Watermark Communications, a Whistler sports & entertainment marketing company, and presented in partnership with Tourism Whistler and Whistler Blackcomb. Founded by W1's Doug Perry twelve years ago, and now the largest annual winter sports and music festival in North America, the *TELUS World Ski & Snowboard Festival* is a high-octane 10 day and night showcase of the best of snowsports, music, arts and mountain life. Featuring major professional ski and snowboarding competitions, the largest free outdoor concert series in Canada, the legendary Pro Photographer and Filmmaker Showdowns, and many more unique art and cultural showcases, the Festival is the ultimate wrap party. For information on the *2007 TELUS World Ski and Snowboard Festival*, this year from April 13-22, visit whistler2007.com

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