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For immediate release

WHISTLER'S SEARCH FOR PRO PHOTOGRAPHERS GOES GLOBAL: Action Sport/Lifestyle Photo Competition Submission Deadline is February 19, 2008

WHISTLER, BC, January 21, 2008 - New rules and an increased prize purse have reinvigorated global interest in the TELUS World Ski & Snowboard Festival's Pro Photographer Showdown. The 11th annual showcase will be held April 17 in Whistler, British Columbia, Canada, and will showcase the work of 5 of the world's best action-sport and lifestyle photographers.

The "Best of Show" designation conferred at the renowned photography expose will see the winner join an A-list alumni and earn them not only adulation from the 2000-strong crowd, and the recognition of their peers, but a \$10,000 cash purse.

New for 2008, and in recognition of the effort that goes into compiling a submission, the four other runners-up will each receive a \$1500 cash purse.

Says Event Producer, Lilli Clark, "We respect the devotion and commitment that goes into the craft of action sport photography, and are excited to be able to recognize the amount of time and energy that goes both into capturing the essence of sport in images, and compiling the incredible shows that our finalists put together. The Pro Photographer Showdown is really a tribute to the masters behind the lens and the role they play in reminding us to live life to the fullest."

The world-wide call was issued earlier this month, and is already attracting interest from photographers in Australia, New Zealand, Europe and the Americas.

Throughout its ten year history, the Pro Photographer Showdown has featured stunning photography from renowned surf photographers Aaron Chang, Jason Childs, Jeff Divine and Warren Bolster; skateboard gurus J. Grant Brittain and Jon Humphries; acclaimed mountain bike photographer Sterling Lorence; ski & snowboard legends Kevin Zacher, Eric Berger, Paul

Morrison, Blake Jorgenson, Mark Gallup, Scott Markewitz, Dave Heath, Vianney Tisseau and Mattias Fredriksson, among others.

Photographers interested in being selected for the Pro Photographer Showdown must submit a 3-minute DVD presentation of their images set to music to the selection jury by February 19, 2008. The submissions are to be reflective of the work that would comprise their full 9-minute production in the Showdown. Submissions will be reviewed by an industry panel to determine the top 5 invited artists.

Five selected photographers will be notified on March 4, 2008 and flown to Whistler for the gala presentation on April 17, 2008. The 2008 revised entry procedures for the Pro Photographer Showdown are available online at www.whistler2008.com.

The TELUS World Ski & Snowboard Festival is produced by Watermark Communications, a Whistler marketing & communication company, and presented in partnership with Tourism Whistler and Whistler Blackcomb. Founded by W1's Doug Perry thirteen 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 winter wrap party. For information on the 2008 TELUS World Ski and Snowboard Festival, April 11-20, visit whistler2008.com

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