

FOR IMMEDIATE RELEASE...

TEDxWHISTLER EVENT FEBRUARY 18 TO BE WEBCAST LIVE TO WORLD
TEDTalks and Discussion About Tourism's Place in a Sustainable World to be Shared

WHISTLER, BC, February 11, 2010 – TEDxWhistler: “Tourism's Place in a Sustainable World,” will take place in Whistler on February 18, 2010 and the learnings and discussion will be shared the world over with a live webcast from 1-5pm PST at www.tedxwhistler.com.

“Tourism and travel connect each of us to people and places around the world. Done respectfully, it can provide unique and awe-inspiring experiences, create local community benefits and tread lightly on the earth,” says Cheeying Ho, Executive Director of the Whistler Centre for Sustainability. “This event fits perfectly with our mandate to create awareness, inspire and build capacity among individuals and organizations to engage in sustainability, within Whistler and beyond.”

Twenty-three people were chosen to attend TEDxWhistler in person after they shared their visions for sustainable tourism. A selection of the vision blogs can be read at www.tedxwhistler.com. Participants were mainly residents of the Sea-to-Sky Corridor although some are coming from Vancouver and as far away as Seattle, WA. Local chanteuse Ali Milner will also perform and the event will open with a traditional ceremony and song from the Ambassadors of the Squamish Lil'wat Cultural Centre.

Additional opportunities to attend TEDxWhistler on February 18 can be found by following TEDxWhistler on Twitter (@TEDxWhistler) or becoming a fan on www.facebook.com/tedxwhistler. Prize packs with passes to the event and a ZipTrek Tour are up for grabs.

Whistler as a community is committed to a sustainable future – and to tourism having a place within it. TEDxWhistler will provide a forum for discussion about tourism's place in a sustainable world and ask the questions: Does tourism have a place in a sustainable world? Can the tourism sector positively contribute to the challenges of climate change, poverty and peace? The following presenters will broaden the experience as they share their personal experiences and visions for sustainable tourism.

Wade Davis, National Geographic Explorer-in-Residence

Anthropologist/ethnobotanist Wade Davis's stance concerning the importance of diverse cultures to the future of the human species will be a fascinating feature of the TEDxWhistler event theme.

Bruce Poon Tip, Founder Gap Adventures

In 1990, Bruce Poon Tip founded Gap Adventures in order to deliver an authentic travel experience to travellers, who craved adventure beyond all-inclusive resorts. Gap Adventures is now a world leader in adventure travel whose worldwide experiences focus on cultural interaction, wildlife encounters, and active travel.

Valerie Langer, Director of British Columbia Forest Campaigns for ForestEthics

Valerie Langer has been engaged in forest conservation campaigns for twenty years. ForestEthics, Greenpeace and Sierra Club BC worked in conjunction with First Nations groups to protect British Columbia's globally unique Great Bear Rainforest and develop the foundations for conservation-based economy and tourism.

Mark Angelo, Chair of the Rivers Institute at BCIT

Mark Angelo is a renowned river conservationist, paddler, teacher and writer. His "Riverworld" and "Wild Water, Wild Earth" programs have played to sold out audiences across North America. The Rivers Institute will focus on research, public awareness and best management practices, and will play a leadership role in the protection and restoration of waterways in BC and beyond.

"This diverse roster of speakers promises to make for enlightening exploration of our theme, tourism's place in a sustainable world," says Cheeying Ho, Executive Director of the Whistler Centre for Sustainability (WCS). "This is a timely and challenging topic that we in Whistler grapple with, as we strive to continue being a world-class resort community while embracing more sustainable tourism practices."

TEDxWhistler is presented by the Whistler Centre for Sustainability in association with the Resort Municipality of Whistler. Current event sponsors include: FCV Technologies, Ziptrek Ecotours, 2010 Legacies Now, BC Hydro, Canadian Wildlife Federation and Offsetters.

About Whistler Centre for Sustainability (WCS)

Based in Whistler, BC, the Host Mountain Resort for the 2010 Olympic and Paralympic Winter Games, the Whistler Centre for Sustainability (WCS) is an innovative enterprising non-profit organization created from a vision held by Whistler citizens and the Resort Municipality of Whistler (RMOW) to accelerate the journey toward a sustainable future within Whistler and beyond. The WCS works in Whistler to lead sustainability learning and practices within the community. Focusing on sustainability practices for communities and the tourism sector, the WCS takes the expertise and leadership from Whistler's experience, combined with global best practices, to deliver consulting services and learning opportunities for interested local governments and the tourism industry throughout Canada and beyond. <http://www.whistlercentre.ca>

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, granting an exceptional individual a wish to change the world and the opportunity to put their wish into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world; and the TED Fellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

Follow TED on Twitter, twitter.com/TEDTalks, or on Facebook, facebook.com/TED

TED2010, "What the World Needs Now," will be held Feb. 9-13, 2010, in Long Beach, California, with TEDActive, a simulcast conference of TED2010, in Palm Springs, California. TEDGlobal 2010, "And Now the Good News," will be held July 13-16, 2010, in Oxford, UK.

-30-

Media Contact: Michelle Leroux
media@tedxwhistler.com
604-902-1622

Follow TEDxWhistler at <http://www.tedxwhistler.com>, on Twitter @tedxwhistler and join our Facebook Fan Page at: <http://www.facebook.com/tedxwhistler>.