

FOR IMMEDIATE RELEASE:

**TEDxWHISTLER CONFIRMS NATIONAL GEOGRAPHIC EXPLORER-IN-RESIDENCE
WADE DAVIS**

*Contest To Provide Up To 30 Invitations To Attend February 18 Event During 2010 Olympic
Winter Games in Whistler, BC*

WHISTLER, BC, January 12, 2010 – TEDxWhistler: “Tourism's Place in a Sustainable World” will feature anthropologist/ethnobotanist Wade Davis, perhaps one of the most articulate and influential western advocates for the world's indigenous cultures. Davis has been drawing attention to the crisis of endangered cultures and the importance of what he had dubbed the “ethnosphere,” the sum total of all human imagination, ideas, beliefs, inspirations and more, brought into being since the dawn of consciousness.

While many people immediately associate sustainability with protecting the environment, Wade Davis's area of expertise makes it evident TEDxWhistler will provide a many-faceted conversation. Davis's stance concerning the importance of diverse cultures to the future of the human species will be a fascinating addition to the TEDxWhistler event theme of sustainable tourism. Davis is one of five speakers confirmed for TEDxWhistler. Remaining speakers will be announced in the weeks leading up to the February 18 event.

“We are thrilled to have someone as passionate and celebrated as Wade Davis join us for TEDxWhistler,” says Cheying Ho, Executive Director of the Whistler Centre for Sustainability (WCS). “We look forward to adding his voice to our conversations about tourism's place in a sustainable world.”

With licensed TEDx events capped at 100 attendees, 30 seats at TEDxWhistler will be reserved for members of the local and regional community to participate in the “My TEDxWhistler Talk” contest.

“We want to hear from passionate people who are knowledgeable about tourism and sustainability. We're excited to extend 30 event invitations to people who send us the most compelling visions of responsible and sustainable travel in the future,” says Shannon Gordon, Project Manager with the WCS. “All submissions will help us address the question central to TEDxWhistler: what will travel look like in a sustainable world?”

Details about the “My TEDxWhistler Talk” contest are online at www.tedxwhistler.com, interested applicants can click on “Participate.” All submissions must be received by January 31, 2010 and will be accepted in written or video form via email. Successful applicants will be notified and a list of invitees will be released during the week of February 8, 2010. All contest details, and rules and regulations can be found online.

TEDxWhistler: *Tourism's Place in a Sustainable World* will take place on February 18, 2010 from 1pm to 4pm at the Whistler Canada Olympic House. This live event will be webcast on www.tedxwhistler.com to a worldwide audience and will feature thought leaders in tourism and sustainability and engage dialogue with participants and with webcast viewers through the micro-blogging application Twitter.

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, Mountain Equipment Co-op 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.

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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.

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