

**FOR IMMEDIATE RELEASE:**

**TEDxWHISTLER EVENT FEBRUARY 18 FEATURES SPEAKERS INCLUDING FOUNDER  
OF GAP TRAVEL, BRUCE POON TIP**

*Sea-to-Sky Residents Interested in Attending Can Apply Until January 31*

**WHISTLER, BC**, January 26, 2010 – TEDxWhistler: "Tourism's Place in a Sustainable World" has confirmed four speakers for the inaugural event taking place in Whistler on February 18, 2010.

**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.

**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 addition to the TEDxWhistler event theme.

**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."

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.

"Sea-to-Sky and Vancouver residents who can come up to Whistler for the day are invited to apply to attend our event. We're excited to extend 30 event invitations to people who send us their vision of responsible and sustainable travel in the future," says Shannon Gordon, Project Manager with the WCS.

Details about the "My TEDxWhistler Talk" contest are online at [www.tedxwhistler.com](http://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](http://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, Canadian Wildlife Fund 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](http://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](http://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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