

FOR IMMEDIATE RELEASE:

WHISTLER TO HOST TEDxWHISTLER EVENT: TOURISM'S PLACE IN A SUSTAINABLE WORLD

The Whistler Centre For Sustainability Presents TEDxWhistler On February 18, 2010 During Games.

WHISTLER, BC, January 6, 2010 – With sustainability a cornerstone of the 2010 Olympic and Paralympic Winter Games, the Whistler Centre for Sustainability will contribute to February's celebrations with a special event. 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.

"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.

Whistler as a community is committed to a sustainable future for tourism. 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? These questions will be the starting place for the TEDxWhistler journey.

"We will be inviting 100 participants – the TED limit for our event, but everyone can share in the discussions and learning through a live webcast taking place on February 18," says Ho. "We will be inviting up to six presenters, and their talks will foster learning, inspiration and wonder while provoking conversation about tourism's place in a sustainable world. We will also be offering a number of the 100 seats to members of the public who submit the most compelling experience or vision relating to the event theme."

In the spirit of "ideas worth spreading," TED has created TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxWhistler, where x = independently organized TED event. At TEDxWhistler, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

TEDxWhistler is presented by the Whistler Centre for Sustainability in association with the Resort Municipality of Whistler. Current event supporters include: 2010 Legacies Now, BC Hydro, Mountain Equipment Coop, FCV Technologies and INSINC – Interactive Netcasting Systems Inc.

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 continues to work 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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