

Local hotel hosts World Champion Freeskier for breakfast talk

Banff, Alberta, October 28, 2010 – Sharing a common mission of sustainability, World Champion “extreme” freeskier Alison Gannett will be paying a visit to Banff’s Juniper Hotel & Bistro on Sunday, November 7th, for a free public breakfast talk.

The Big Topic Conversation Breakfast will take place from 8 to 10 a.m. with coffee and breakfast treats from the Wild Flour Bakery served in the Kiguli Room at The Juniper Hotel. Titled, *Global Cooling: Ski Adventure Show*, Alison Gannett will share her one woman journey to save the world - the result from a lifetime pursuit to work with the land. Although she is well known for her extreme freeskiiing, this pursuit actually emerged in 1995 when a scout asked her to appear in a Warren Miller movie. Over the next few years she won freeskiiing championships in Argentina, Japan, Whistler BC and the Triple Crown in Colorado. However a career-ending injury in 1999 brought back into focus the desire to tackle global warming using the same confidence and passion freeskiiing had brought out in her. She has dedicated the majority of her life to saving the world’s snow, water, and ecosystems from the devastating effects of climate change. Her adventures include leading ski expeditions to document glacial recession all over the world, building a straw bale house, and traveling the globe promoting her four-step CROP climate change solutions framework.

“Alison certainly has a big name in the sustainability circle and it’s an honour to host someone so like-minded here at The Juniper,” says hotel manager James Kendal. “Since 2003, we’ve worked hard to earn our green stripes. We’re proud of our title as North America’s first “Art Eco” hotel, and this is the perfect spot to host a discussion about issues that affect our Earth.”

In April 2010, The Juniper became first hotel in Western Canada to green 100 per cent of its electricity with [Bullfrog Power®](#), Canada’s 100 per cent green electricity provider. In Alberta, Bullfrog’s power comes exclusively from local wind power facilities that have been certified by Environment Canada under its EcoLogo^M program. Choosing green electricity complements The Juniper’s existing sustainable practices and programs; incorporating green roofs into its design, providing cycling packages and retro-cruiser bike rentals, complete with on-site mechanic support, sourcing 80 per cent of its food product locally, and, of course, performing on-site recycling.

For more information about the Juniper Hotel & Bistro and the Big Topic breakfast talk with Alison Gannett, visit www.thejuniper.com or call 1-866-551-2281.

For those looking to make a holiday of the breakfast event, the Banff Mountain Book and Film Festival is running Oct. 30 to Nov. 7, 2010. Tickets range from \$34 to \$154 and can be purchased at www.banffcentre.ca.

About The Juniper Hotel & Bistro

Set at the base of Mt. Norquay at the edge of town, The Juniper Hotel & Bistro embraces all that Banff National Park has to offer - abundant wildlife, stunning vistas and a rich history. Originally created as a highway hotel in the 1950’s, in celebration of the opening of the TransCanada Highway, today the 52-room Juniper is the first hotel in North America to reflect **Art Eco design**. This is a term coined by the Banff based design team from Arctos & Bird as the perfect way to describe the reclamation, recycling and re-use that characterized the 2003-2004 restoration of the hotel. To reinforce its commitment to sustainability, The Juniper recently signed on to green 100 per cent of its electricity with Bullfrog Power, Canada’s 100 per cent green electricity provider and is also the first hotel in Banff to be approved by Ocean Wise, the Vancouver Aquarium’s rigorously monitored restaurant conservation program for purchasing seafood. For more information, visit www.thejuniper.com.

About Alison Gannett

Alison Gannett is a World Champion big mountain freeskier, founder of The Save Our Snow Foundation, champion endurance mountain biker, founder of the infamous Rippin Chix Steep Camps and an award-winning global cooling advocate. She has been nominated for CNN Hero of the Year for 2011, while *Ski Magazine* named her “Ski Hero of the 2010,” and *Outside* magazine named her “Green All-Star of the Year,” next to Leonardo DiCaprio and Arnold Schwarzenegger. An advocate of always “walking the talk,” she has reduced her carbon footprint by 75 per cent, and recently moved to an organic farm where she and her husband grow and preserve almost 100 per cent of their own food, and show others how to do the same. For more information, visit www.alisongannett.com.

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