

Climate Reality Project's I Am Pro Snow Campaign Featured in Warren Miller's First One Hundred Percent Carbon Offset Film

SALT LAKE CITY, Oct. 11, 2013 /PRNewswire-USNewswire/ -- The Climate Reality Project and Warren Miller Entertainment are proud to announce that

[*Ticket to Ride*](#)

–

Warren Miller's

64

th

feature film that premieres tonight in Salt Lake City

– has been produced as a one hundred percent carbon offset film. This achievement represents a continuation and expansion of a partnership that began over a year ago to engage winter sports enthusiasts and communities to take action on climate change.

"We are very excited about what we have already been able to accomplish through our partnership with Warren Miller Entertainment," said Al Gore, Chairman of The Climate Reality Project. "Featuring the climate change impacts on the snow cover in the mountains of Greenland

and achieving one hundred percent carbon offset for the film's production are important steps toward helping people understand the climate crisis and what it means for winter sports. Anyone who spends time on a ski slope or in the backcountry can see the changes in weather patterns and ecology, which have major impacts on all our outdoor activities. Climate change is a reality that is here, today. And today is the time to reduce the global warming pollution that is causing it."

Warren Miller Entertainment has traveled the world making annual films for more than 63 years, and they have observed firsthand the changing levels of snowfall, glacial melt, shortening seasons and changing weather patterns caused by climate change. *Ticket to Ride* calls out

these climate change impacts through a special segment on skiing in Greenland, where the effects of climate change are already visible.

I Am Pro Snow seeks to expand the dialogue on climate change among the athletes, film fans and industry partners who make up the winter sports community. The goal is to advance the conversation about the threats that climate change poses, and to generate solutions on how to protect the winter sports community.

"We often think of climate change as having effects in other parts of the world, or to other people," said Maggie Fox, president and CEO of The Climate Reality Project. "But the truth is that it is already having a dramatic effect on the places and things we love. We cannot sit back idly and watch our winters get shorter, or our beloved places change irrevocably. The winter sports community is ahead of the curve on this, and is taking action."

[Climate Ambassadors](#) from the Climate Reality Project & Warren Miller Entertainment Athlete Team – including **Doug Stoup, Julian Carr, Kaylin Richardson, Michelle Parker** and **Chris Anthony** – are leading the conversation on climate change within the snow sports community.

"As a skier, climate change is more tangible to me than most people," said Kaylin Richardson, professional skier and I Am Pro Snow Climate Ambassador. "All the numbers and science that irrevocably point to the carbon culprit manifest on our mountains and through our snowfall more dramatically than most anywhere else. I have seen the devastation and want to put an end to the apathy. It's not just about protecting my personal happy place, it's about protecting it for all those future lovers of the mountains."

About the Climate Reality Project The Climate Reality Project is one of the world's leading organizations dedicated to mobilizing action around climate change. With a global movement more than 5 million strong and a grassroots network of trained Climate Leaders, we are spreading the truth and unleashing the cultural momentum to solve the climate crisis. Former Vice President and Nobel Laureate Al Gore, is the Founder and Chairman of The Climate Reality Project. For more information, visit www.climaterealityproject.org

Written by Australian Business

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About Warren Miller Entertainment Ticket to Ride is the 64th annual feature film of Warren Miller Entertainment® a pioneer in action sports cinematography since 1949. Warren Miller Entertainment® is a division of [Active Interest Media](#) and is based in Boulder, Colorado

SOURCE Climate Reality Project