

Saving Snow- Film and Panel Discussion at Birkie #44

News Advisory
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Diogo Castro Freire, filmmaker from Adaptation Now Films and downhill skier has selected the American Birkebeiner as the first site to begin filming his next project "Saving Snow." This documentary will highlight the economic impact that our rapidly changing climate has on winter sports communities.

Paul Thompson—founder of Cool Planet Skiers and a Birkie finisher for 36 years—points out what is at stake: "With warming weather once again threatening North America's largest cross country ski race and four day celebration of snow and winter fun, Freire's presence reminds the Birkie Fever Family that without significant personal and policy action the sport we all love is on life support."

Besides four days of filming the excitement and pageantry of the Birkie, Freire will be interviewing ski industry, business leaders, and ordinary citizens on how climate change is affecting their sport and the economic future of NW Wisconsin.

On Thursday Feb 23 Freire will be showing his first film "Facing the Surge," a 25 minute film that documents the tangible costs of sea level rise for the people of Norfolk VA, home to the largest naval base in the country.

The film will be shown at Hayward's Park Center, 15791 Hwy 63 with doors opening at 5:30 pm and the program beginning at 6 pm. Reception and music by WOJB's Eric Schubring will precede the film. Refreshments will be available for purchase.

Following the film a panel discussion of local business owners, Birkie skiers, climate scientists and Citizens' Climate Lobby (CCL) advocates will make statements and welcome questions and comments from the audience. Action steps will be offered to allow skiers and attendees to get involved on climate solutions in their communities.

When asked "Why the Birkie?" Freire responded: "The growing number of people in the Birkie community volunteering to work on climate change solutions is a positive example I want to highlight, one that may help inspire other communities that depend on winter for their livelihood."

Contributions will be collected to support the ongoing work of Cool Planet Skiers and CCL and support the Kickstarter campaign for Freire's next film "Saving Snow."

In addition to the Park Center event Cool Planet Skiers will have a booth at the Birkie Expo at the Hayward High School Thursday 2/23 from 1-9 pm and Friday 2/24 from 9-9 pm. Personal actions like writing a constituent letter to your member of Congress and citizen engagement opportunities will be offered to booth visitors.

For more information contact Paul Thompson at paul@coolplanetmn.org or call his cell at 612-810-4664 Visit www.skiers.coolplanetmn.org to join our team, make a financial contribution or find a local chapter of Citizens' Climate Lobby to join, or start one on your own.

"Conversations for Climate Action"

"Saving Winter for Future Generations"

"Bringing Conservatives and Liberals Together to Protect What We Love"

