



Media Release

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Alpine Communities and Businesses Urged to Keep Winter Cool

Victoria's Alpine communities – particularly businesses – are being urged to join the fight against climate change and its potentially devastating effects on Australia's snow environments.

The Keep Winter Cool initiative aims to raise community awareness of the potential effects of climate change on alpine environments and snow sports and importantly, to encourage others to take action to reduce greenhouse gas emissions in all aspects of their life.

The Chairman of the Alpine Resorts Co-ordinating Council (ARCC), Mr Andrew Fairley said the Alpine industry was 100% behind the initiative that was launched earlier this year.

“While the industry is only a small contributor to greenhouse gas emissions, as our visitors rely on good snow seasons it is important that the Alpine industry take a leadership role,” Mr Fairley said.

“In particular we are urging businesses to sign up to the Keep Winter Cool charter. By doing so, businesses are pledging to reduce greenhouse gas emissions and to raise awareness among staff and customers about climate change and how we can combat it.”

All Victorian alpine management boards, park managers in NSW and ACT, the national ski lift industry, the Bus Association of Victoria and the Mount Hotham Chamber of Commerce have already signed up to the Charter.

President of the Mount Hotham Chamber of Commerce, Graeme Blair says the initiative will help secure a sustainable future for Victoria's Alpine industry and the companies that rely on it.

“The future of the environment relies heavily on a conscious worldwide effort to reduce energy consumption and waste,” Mr Blair said.

“Global warming effects the very core of alpine tourism, and it is especially important for these operators to be involved in programs that will help sustain our environment and our businesses.

“The ‘Keep Winter Cool’ campaign has been embraced by The Mount Hotham Chamber of Commerce, and we would like to see all Alpine business organisations get behind this worthwhile endeavour.”

Businesses can sign up to the Keep Winter Cool charter at **www.keepwintercool.com.au**

Keep Winter Cool is a national climate change awareness initiative developed by the Alpine Resorts Co-ordinating Council, the Australian Alps Liaison Committee and the Australian Ski Areas Association. The initiative is based on a similar model successfully implemented across North America.

Further details: contact Brad Miles, ARCC Ph: 9637 8955.

Authorised by Brad Miles, Executive Officer ARCC, 30 June 2006.