CLIF® BAR “SAVE OUR SNOW” ROADTRIP CONNECTS PERSONAL CHOICES TO CLIMATE CHANGE

Contributed by The Editors
Monday, 14 January 2008

BERKELEY, Calif., Feb. 6, 2008 — Keys? Got ’em. Snowboards? Yep. Vegetable oil from last night’s fried wontons? Check.

CLIF® BAR is firing up its vegetable oil-powered Vixen RV and is heading for the hills this February and March for i second annual “Save Our Snow” Winter Roadtrip. Hitting ski slopes and nearby universities in Washington, Colorado, California and Oregon, the Roadtrip will meet boarders and skiers on their home turf to talk about climate change.

CLIF BAR, maker of all-natural and organic energy bars and drinks, has teamed up with a host of pro skiers and boarders, including world champion snowboarder Jeremy Jones, who will join the team in select locations throughout the tour. Jones has become an icon in the sport as an environmental ambassador through his life choices and his non-profit organization, “Protect Our Winters.”

The “Save Our Snow” Winter Roadtrip is part of CLIF BAR’s nationwide Natural Energy Tour S and will share ideas on how small changes in a person’s choice of food and transportation can help prevent global warming and protect the places where they love to play. Organic food eliminates the use of pesticides and is far less energy intensive then conventional farming methods—better for people and the planet. A growing body of research indicates organic food can have more nutrients.

Climate Change & Winter Sports

A recent United Nations report warns that ski resorts at lower elevations, like those in the Eastern United States, co shut down by 2030 if global warming continues at its current rate. The same report states that high elevation resorts, like those in the Rocky Mountains, could close by 2050.

And according to the Intergovernmental Panel on Climate Change, there is new and strong evidence that most of th warming observed over the last 50 years is attributable to human activity.

“This Roadtrip is about making a one-on-one connection with winter sports fans where they live and where th play,” said Ricardo Balazs, sports marketing manager for CLIF BAR. “Heading into our second year, we’re seeing more and more snowboarders in particular who are embracing environmental preservation, not just as a way to protect the snowpack, but as a bigger lifestyle choice.”

CLIF BAR’s winter sports program last year offset a total benefit of an estimated 2,656 tons of greenhouse g emissions (or 7.4 million pounds) through the use of a van running on vegetable oil during the winter season and sponsorship of resort offset programs. This equates to not driving 5.3 million miles using petroleum fuel.

2008 CLIF BAR “Save Our Snow” Winter Roadtrip Dates:

February 7: Colorado University -- Boulder, Colorado

February 9: Winter Park Resort -- Winter Park, Colorado

February 10: Copper Mountain Resort -- Summit County, Colorado

February 12: Denver University -- Denver, Colorado

March 1 & 2: Telluride Resort -- Telluride, Colorado

March 8 & 9: Lake Tahoe, California

March 15 & 16: Mt. Hood, Oregon

March 22 & 23: Seattle, WA

To see what the CLIF BAR “Save Our Snow” Winter Roadtrip is all about, click on this link to view a s trailer for the 2007 tour: http://www.youtube.com/watch?v=j3T3Yx3_B8Y.

For more information about the CLIF BAR “Save Our Snow” Winter Roadtrip, please visit www.clifbar To view the CLIF BAR Natural Energy Tour Series blog, please visit www.clifbar.com/blog/C17.

About CLIF BAR’s “Save Our Snow” Winter Roadtrip -- Part of CLIF BAR’s Natural Ene Tour Series

The CLIF BAR “Save Our Snow” Winter Roadtrip is part of the ongoing CLIF BAR Natural Energy Tou Series, designed to inform and inspire people about using their natural energy to create simple changes to fight climate change and protect the places where we play. Previous CLIF BAR Natural Energy Tour Series efforts included: the 2007 “Save Our Snow” Winter Roadtrip with Alison Gannett, the 2 Mile Challenge, which inspired people to ride their bikes for trips 2 miles or less and the first biodiesel Natural Energy Tour during the summer of 2004.

About Clif Bar & Company

Clif Bar & Company (www.clifbar.com) is a leading maker of all-natural and organic energy and nutrition foods and drinks, including the CLIF® BAR energy bar and LUNA®, The Whole Nutrition Bar for Women. Focused on great food and sustainability, Clif Bar & Company works diligently to reduce its footprint on the planet from the field to the final product.