

Green Avalanche Forecasted To Bury Salt Lake City January 25th & 26th

Contributed by The Editors
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National and international artists Michael Franti & Spearhead, Brett Dennen, Will Dailey, and DJ Rekha lead the green wave with performances at The Depot in Salt Lake City on January 25th & 26th, 2008. These historic shows are the result of collaborative efforts between Avalaunch, Outdoor Retailer Winter Market, and The Depot. Avalaunch – a social and environmental campaign celebrating live music, film and snow while providing avalanche awareness and environmental stewardship within the snowriding community – worked very closely with The Depot to create the most environmentally conscious event ever at the venue. An invitation has been extended to Salt Lake City's Mayor Ralph Becker to preside over the green ribbon cutting ceremony to take place the evening of January 25th (doors open each night at 7:00pm).

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Greening initiatives at The Depot include:

- Sourcing and offering only biodegradable cups, straws, plates and napkins for each night's event

- Banning the sale of bottled water

- Posting signs and empowering staff to encourage attendees to purchase draft beer served in the biodegradable cups instead of bottled beer (Glass bottles are rarely recycled in Utah)

- Serving Vodka 360 (an organic vodka) as well as organic wine

- The Depot is also launching its new restaurant Baxters American. The restaurant will follow green practices from the onset, and will be open for service both show nights

The main stage, designed to resemble a class 5-avalanche chute, was even created with green materials all the way down to the artificial snow. The Depot is a 1200 capacity, three story venue filled by 11 plasma screens, two 9x12 projected screens and a Meyer sound system.

The superstar line-up in Michael Franti & Spearhead, Brett Dennen, Will Dailey and DJ Rekha also represents an unprecedented collection of musical talent ever to gather in conjunction with the Outdoor Retailer Winter Market. Outdoor Retailer, the leading industry show of its kind in the United States, is being held at the Salt Palace Convention Center

from January 23-26. Outdoor Retailer has also increased its green mindedness for the 2008 show by switching to recycled paper badges printed with soy-based inks, offsetting energy use with 100% wind power credits, offering only bio-degradable foodware, and designing green business steps for member retailers.

The heart of the green initiative for this year's show will be the Backcountry Village. The village is a collaboration between Avalaunch, Avalaunch partner groups, and Outdoor Retailer, and will be a dynamic film and multi-media space decorated with live pine trees, recycled plastic bottle snow floors, 4 plasma screens and comfy green couches – an all green zone for relaxing, watching deep powder films, witness acoustic happy hour solo performances with Michael Franti from Spearhead and other musicians and networking with 1% For The Planet, Native Energy, Winter Wildlands and Avalaunch.

Tickets are still available for both shows. Contact The Depot at www.depotslc.com or 801.456.2888. For additional information about Avalaunch and Outdoor Retailer please visit: www.avalaunchfest.com and www.outdoorretailer.com