

“Return to Schralptown” premieres - Keep Winter White Tour focuses on green innovation and ski mount

Contributed by The Editors
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Fort Collins, Colo. Thrillhead Creations presents, Keep Winter White, a tour across the country to promote their new release, “Return to Schralptown”. Thrillhead will team up with their sponsors and local environmental stewards to create a new and fresh event for snow sport movies to be showcased. The tour is set to debut in October of 2007 in the Northeast with a long run through the Rockies and finishing in California in mid-December.

Thrillhead Creations is a grassroots production company started by two Colorado State University graduates committed to creating films, promotional videos, and broadcast programming in a fresh and innovative manner that supports a sustainable network of businesses and promotes environmental stewardship.

Return to Schralptown is a film that captures the emotion, struggle, and elation of backcountry skiing and snowboarding while focusing on environmental stewardship, avalanche awareness, and innovation in the sport. Combining more athletes, sharper imagery, and bigger mountains, this film is bound to excite the mountaineer in everyone. If you enjoyed Schralptown, the Return will have you on the edge of your seat.

Keep Winter White Tour is an effort to promote innovative methods of reducing environmental impacts of traveling, building, and living within your own community and to create awareness of safety in the sport of backcountry skiing. The event will include a mini-fair of local businesses involved in green living from wind power and biodiesel to green building and carbon offsets. Local musicians will perform at certain locations.

A trailer of the film and more information on the Keep Winter White Tour can be viewed online at <http://www.thrillheadcreations.com>. The Thrillhead Creations website also provides detailed information about the company's background and mission.

If you'd like more information about this topic, or to schedule an interview with Thrillheadcreations, please call Ellis Smith at 970/214-2646, or e-mail Ellis Smith at Ellis@thrillheadcreations.com.