

## Backcountry Skiing Canada Launches "Expose Yourself" Photo Comp

Nelson, BC - With the snowline creeping down the mountains and pre-season stoke hitting a feverish pitch, Andrew Creighton and Brad Steele of Nelson, BC (the team behind [backcountryskiingcanada.com](http://backcountryskiingcanada.com)) are set to launch a friendly competition with some mind-blowing prizes.

The comp. is all about getting people to share their stories of backcountry adventure on the site's Forums (which are here). The more people share, the more the site can help promote fun and safety in the backcountry.

Judges will be looking at a few things in selecting the contest winners: storytelling ability, photo/videography, stoke, and quality of info. Contestants have to sign up for the forums, create a post including a photo/video and 100 words (these are minimums), name the post, and submit it. That's it! People may enter as many times as they want, with each "story" or trip report counting as one entry into the competition. "The best part of it is that people entering are contributing to the site for the enjoyment of everyone. These contributions will add to the knowledge base for the future. It's not just a one-off photo that people will hang on their wall," said Creighton.

Andrew and Brad have worked with their partners to offer up some amazing loot for the winners: First prize is a day of cat skiing and lodging for two at Retallack Lodge; second prize is a new set of Black Diamond Justice skis and Fritschi Plus touring bindings from ROAM in Nelson; next prize is a 3-day AST avalanche course, meal vouchers and Whitewater day passes for two; next prize is a Dakine Tactic backcountry touring pack from Valhalla Pure. "We've poked around a bit to compare our contest with some of the others from ski magazines and other outfits. We are ecstatic about the prizes our partners are offering. The only drawback is that we aren't allowed to enter ourselves!" Creighton added.

Backcountryskiingcanada.com is rolling into its second season now and features descriptions of various backcountry ski routes (a total of almost 84!) throughout BC and Alberta. This number has more than tripled the total from last season. Site visitors can check out links to avalanche information on different regions, route descriptions of varying detail, gear reviews and current trip reports. The site represents one of many tools to which people can refer when they head into the backcountry powder. "We always encourage people to check the detailed avalanche reports on the Canadian Avalanche

Centre website, and even consider hiring a professional ski guide if they aren't familiar with the terrain," commented Steele. "We're happy to provide a lot of the necessary information for ski tourers, but it's really the responsibility of the individual to do all the information gathering needed to be smart and safe out there."

For more information on the [backcountryskiingcanada.com](http://backcountryskiingcanada.com) contest, the website, or the still available paper-based "West Kootenay Touring Guide", contact:

Andrew Creighton at: 250.551.0305 or [ac\[at\]backcountryskiingcanada\[dot\]com](mailto:ac@backcountryskiingcanada.com)

or Brad Steele at: 250.352.1806 or [info\[at\]backcountryskiingcanada\[dot\]com](mailto:info@backcountryskiingcanada.com)