

November 20, 2007
Elk Mountains Grand Traverse
For immediate release;
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Attention Elk Mountains Grand Traverse Participants and followers.
Registration will open December 1, 2007. www.elkmountaintraverse.org
This year's event starts March 28th at midnight and ends on the 29th, 2008.
It is time to get off our bikes and train for the journey to Aspen.

The EMGT Gang would like to announce that the 2008 event will be dedicated to SNOW.
We are pleased to announce a partnership with Save Our Snow Foundation, a non-profit organization dedicated to calculating, reducing, and offsetting greenhouse gas emissions and energy use, while also producing local alternative energy, and stimulating economic development for the outdoor sports industry.

This is the year that we basically acknowledged and are committed to change the way things are done so that decisions concerning the race will mostly be aimed at reducing the carbon footprint of the event.

Partnering with SOS basically means we donate money to the foundation and use the resource to help us calculate our footprint and embrace solutions to reduce our footprint, and then pass along funds to carbon neutral endeavors.

We are planning to provide links to SOS so that participants can calculate their footprint and offer incentives for doing so.

“Our goal is to undergo a progressive greening of the race over the next several years. This is really the only ‘sustainable’ thing to do - - without snow, there won't really be a 50th Annual EMGT and all of us involved with the race would like to pass on a sustainable legacy to the next generation of skiers.”

Our goals include educating and exciting volunteers, energizing event, creating positive green marketing, education of how to green an event and your life, offset carbon, raise money, and raise awareness to help save our snow and planet.

C - Calculate
R - Reduce
O - Offset
P – Produce alternative energy

EMGT also is a proud donor to Crested Butte Nordic Center, Crested Butte Avalanche Center, and Crested Butte Search and Rescue.

Register Early, the race is limited to 125 teams.