



NEWS RELEASE

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SMARTRISK HEROES SHOW COMING TO OLYMPIC CORRIDOR

The highly regarded SMARTRISK Heroes Show will be coming to Howe Sound School District Monday, March 7, thanks to a \$2,500 grant from the CN Police. Approximately 1,200 students living in the Olympic Corridor (Squamish, Whistler and Pemberton) will assemble at Howe Sound Secondary to take in the show.

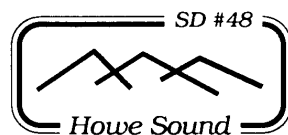
Superintendent of Schools Dr. Rick Erickson said SMARTRISK has developed a show that captures the attention of young people and encourages them to manage their risks when they are enjoying outdoor recreation activities. "We have already incorporated the organization's SnowSmart program in our regular grade 7 and 10 physics and physical education curriculae—the first district in Canada to do so," he said. "The show will reinforce what our students are learning in the classroom."

Dr. Robert Conn, Founder and CEO of SMARTRISK states that, "We know we won't change people's attitudes by lecturing. Teenagers tell us bluntly that safety sucks. Traditional safety isn't appealing to teenagers, so we avoid handing out a litany of rules. We keep our message upbeat and positive by encouraging people to have fun and take risks - but smart risks. We show young people how they can live a productive life by implementing five universal strategies that fit into their own lifestyles and behaviours: Buckle Up. Look First. Wear the Gear. Get Trained. Drive Sober."

SMARTRISK Heroes is a large, fast paced, theatrical presentation designed to catch the attention of young people through technology, music and imagery. It takes them on an emotional trip to provoke reflection. It makes them discover that their passion for living is worth more than reckless impulsiveness. The focal point of the show is a presentation by an injury survivor who speaks candidly about being permanently disabled and answers questions from the audience on life before and after injury.

Whistler Secondary Vice-Principal Magy Butterfield, who saw the show several months ago said, "It brings students back to reality and reminds them that they are not invincible. Teachers say they've never seen the students so deeply moved by an assembly production. We are grateful to the CN Police for covering the cost of the show."

For more information about the SNOWRISK Show, contact Superintendent Dr. Rick Erickson (604-893-5228) or Whistler Secondary Vice-Principal Magy Butterfield. (604-905-2581).



Howe Sound School District No. 48
37866 Second Ave
Squamish, BC V0N 3G0
Phone: 604-892-5228 Fax: 604-892.1038