



**FOR IMMEDIATE RELEASE**  
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### **PLANET GREEN SENDS OUT AN S.O.S —“SAVE OUR SLOPES”**

(Silver Spring, MD) – Winter is a time to embrace outdoor activities to the fullest, from a brisk cross-country trek, to shredding down a mountain to dodging snowballs—but what would the season be without snowy conditions and frigid temperatures? Beginning Monday, January 25, Planet Green—television’s home of passionate people doing forward thinking things—will launch **SAVE OUR SLOPES**, a new tongue-in-cheek initiative tackling the environmental, economic and social impacts of mild winters. Laura Michalchyshyn, President and General Manager, Planet Green, Discovery Health and FitTV made the announcement.

“**SAVE OUR SLOPES** looks at the dramatic effect climate change is having on some of our favorite winter pastimes,” said Michalchyshyn. “Snow is being made and bussed in for winter ski seasons all over the world and our SOS campaign offers some simple solutions to help out Mother Nature.”

On-air and online at PlanetGreen.com and Treehugger.com, the campaign will present information on climate change as well as an array of interactive features designed to educate and empower visitors to get involved in a fun and entertaining way. Elements will include:

- **Save Our Slopes Game**, illustrating predicted climate change over the next 100 years;
- **Climate Change Facts** from the Natural Resources Defense Council (NRDC), providing insight on how snow cover is affected;
- **Video** provided by Red Bull used on air that showcases extreme skiers; and
- **Content** and footage from SKI Magazine that will be used online.

In addition, the sites will feature a **Sustainable Guide to Skiing and Snowboarding** on PlanetGreen.com, a one-stop shop for trip planning with insights on environmentally friendly ski spots. Visitors will also have a chance to enter the **SAVE OUR SLOPES Sweepstakes** to win prize packs including a solar backpack that can charge electronic devices. For more information, please visit: [PlanetGreen.com/SOS](http://PlanetGreen.com/SOS).

#### **About Planet Green:**

**Planet Green** is the multi-platform media destination that launched on June 4, 2008. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet, and showcase passionate people doing forward thinking things.

Planet Green and its two robust websites planetgreen.com and TreeHugger.com, offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green’s unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

Planet Green is a division of Discovery Communications.