

FROM: CHILLIWACK ARTS &
CULTURAL CENTRE SOCIETY
9201 Corbould Street, Chilliwack BC V2P 4A6



Contact: Ann Goudswaard, Marketing Manager
T: 604.392.8000, ext.103
E: ann@chilliwackculturalcentre.ca
W: www.chilliwackculturalcentre.com

March 10, 2014

High Resolution photo: [Great Climb.jpg](#)

Photo Description: Photo from "The Last Great Climb", Directed by Alastair Lee.
Photo Credit: N/A

FOR IMMEDIATE RELEASE

SCALE NEW CINEMATIC HEIGHTS WITH AWE-INSPIRING FILM FEST.

CHILLIWACK, BC - Get an adrenaline rush that will blow your usual night at the movies clean out of the water when the *Vancouver International Mountain Film Festival* brings its "Best of the Fest" to Chilliwack, showcasing some of the winners from this prestigious outdoor film festival in an extra special programme at the Cultural Centre on **March 28, 2014**. Experience sights, sounds, and cinema that will leave you absolutely astounded, and treat your senses to the spirit and majesty of the great outdoors in a way usually reserved for the most daredevil of adventurers, all from the comfort (and safety!) of our luxurious main theatre seats.

Whether you are an intrepid extreme sports enthusiast, or prefer to experience the great outdoors from a more secure location than a sheer cliff face, this selection of award-winning

cinema is sure to get your heart racing. Prepare to witness jaw-dropping extreme exploits and all manner of hair-raising adventures in some of the most dramatic and thrilling environments around the world. Soak up these experiences in some of the most visually striking and challenging cinema to ever be produced. Cinema that promises to transcend your perceptions of human passion, endurance, and vigour, and exposes you to sensations that only the most bold of individuals can capture for your enjoyment.

Now in its 17th year, the *Vancouver International Mountain Film Festival* came to life with the intention of bringing the unique and active lifestyle of the outdoor enthusiast to an urban environment, and provide North Vancouver with a forum for adrenaline junkies to revel in their passion. Growing every year and gaining momentum as the premier event in the lower mainland's extreme sports calendar, the festival has evolved from a three-day event to a nine-day extravaganza of cinema, speakers, and activities, that then takes its "Best of the Fest" selection to 30 communities across Canada. Beginning with an audience of 1,700, the event now attracts 20,000 viewers, touching the inner-adventurer in hearts around the country.

Vancouver International Mountain Film Festival's current role is to inspire and entertain the community with the use of unique films and presentations that illustrate experiences and cultures from all corners of the globe, to bring international and local filmmakers and photographers together with international competitions, to promote positive life values and an active lifestyle.

Adding a local touch to this celebration of the great outdoors will be Chilliwack's own Sam Waddington, owner of Mt. Waddington's Outdoors and ambassador for the astonishing

landscapes we admire in the valley every day. Sam has been working on making the most of our area's incredible natural environment, and increasing Chilliwack's profile in the extreme sports world as a hotspot for mountaineering, kayaking, and more. As a native of Chilliwack and brave adventurer himself, we could think of nobody better than Sam to curate this event! He will be selecting films from the winners of the ***Vancouver International Mountain Film Festival*** awards, so not only will you get to experience the very best of the array of amazing footage submitted, but also our very own home-grown expert to guide you along the way!

So whether you're a buccaneering explorer of the wilds, or an armchair adventurer, the ***Vancouver International Mountain Film Festival*** will mesmerise you with the spirit of the great outdoors and its immeasurable ability to awe and inspire. For a truly unique cinematic experience that promises to invigorate you with a sense of the unknown, make sure you're at the Cultural Centre on **March 28, 2014**.

Call the Centre Box Office at 604-391-SHOW(7469) or visit www.chilliwackculturalcentre.ca to book tickets!

The Vancouver International Mountain Film Festival is generously sponsored by Mt. Waddington's Outdoors, Simpson Notaries, The Chilliwack Times, Myriad, Minter Country Garden, Fraser Valley Custom Printers, Sutton Group Showplace Realty, 89.5FM The Drive, Bathe, The Department of Canadian Heritage, the British Columbia Arts Council, The City of Chilliwack, and The Province of British Columbia.

– 30 –

Additional Information

<http://www.vimff.org/>

Vancouver International Mountain Film Festival Website

For additional information and to arrange interviews, contact:

Ann Goudswaard, Marketing Manager

T: 604.392.8000, ext. 103

E: ann@chilliwackculturalcentre.ca

Chilliwack Cultural Centre

Owned by the City of Chilliwack, the Cultural Centre houses two unique performance venues, an art gallery, music instruction studios, arts and crafts studios, meeting rooms, offices, and is home to the Chilliwack Academy of Music and the Chilliwack Art Gallery. Since opening in 2010, over 150,000 tickets have been sold through the Centre Box Office, with a value exceeding 2,000,000. The Centre is overseen by The Chilliwack Arts & Cultural Centre Society on behalf of the City, and boasts The Chilliwack Academy of Music, The Chilliwack Visual Artists Association and The Chilliwack Players Guild as partners.

Chilliwack Cultural Centre highlights:

- 597 seat performance theatre
- 168 seat recital hall / rehearsal space / dance studio / meeting space
- Chilliwack Art gallery (22-foot high display area)
- 21 music instructional rooms
- Arts and crafts studios
- Storage and Archival Resource Room

Chilliwack Arts & Cultural Centre Society Board of Directors

Michael Audet - President

Ralph Jones - Vice President

Neil Clark - Treasurer

Dave Stephen - Secretary

Directors at Large

Jordan Forsyth

Marie Goldfinch

Michael Hamilton-Clark

Nigel Lennie

Joy St. John

Ex-officio

Stewart McLean

Gord Pederson

Chilliwack Arts & Cultural Centre Society Partners

Chilliwack Academy of Music

Chilliwack Players Guild

Chilliwack Visual Artists Association

#