

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

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High Resolution photo: [Oystein Aasheim, Lofoten Norway](#)

Photo Description: Oystein Aasheim gets awesome air on the slopes of Lofoten, Norway in Warren Millers' 65 film - *No Turning Back*.

Photo Credit: Sverre Hjernevik

Written by: Dessa Bayrock

FOR IMMEDIATE RELEASE

GET YOUR ADRENALINE PUMPING WITH THE LATEST WARREN MILLER FILM!

CHILLIWACK, BC – Open the winter season with Warren Miller! Celebrate 65 years of winter sports cinematography with *No Turning Back*.

Just a stone's throw away from Manning Park and Mount Baker, Chilliwack plays host to a celebration of mountain culture this fall with **Warren Miller Entertainment's** latest film, *No Turning Back*. It's the 65th film in their annual series highlighting the steepest ski hills, hard-core athletes, and the most daring stunts they perform in the name of winter sports. With each awe-inspiring feat of athleticism, one thing is clear: winter starts with Warren Miller. The film hits the HUB International Theatre on **November 15**, and you'll want to be there when it does!

No Turning Back takes the audience on a thrill-filled ride through skiing and snowboarding, over the most intimate local hills and the tallest international mountains. It swoops from Norway to Japan, Canada to Greece, Switzerland to Alaska, following the best and brightest athletes through

the stunts, runs, and tricks they perfect in the name of the winter sports they love!

It's no wonder that Warren Miller's films have a cult following, including casual viewers and hard-core athletes alike. Sixty-five years in the business of winter cinematography has honed these filmmakers' skills to a fine point—bringing audiences a mixture of inspiration and terror as they watch athletes push themselves to their very limits. The result is a story of spectacular proportions, with breath-taking locations across the planet serving as a backdrop for awe-inspiring displays of physical and mental strength performed by the best athletes from around the world!

“Everywhere we go, **Warren Miller Entertainment** finds people who have dedicated their lives to the mountains,” says producer Josh Haskins. “Every location we shoot at, from the smallest local hills to the top of Alaska's Chugach, speaks to skiers and snowboarders because, at the end of the day, all we need are some steep slopes and some snow to cover them.”

The **Warren Miller** story began 65 years ago with one man striving to highlight the virtues of what was then still a fledgling sport: skiing. Miller started out by filming himself and his friends on an 8mm camera with a tripod, living as cheaply as possible and working in exchange for ski hill passes. He is the quintessential example of someone who put winter sports before all else, feeding his passion and striving to spark that same flame in his audiences. Nearly seven decades later, **Warren Miller Entertainment** still follows the firmest foundations of mountain sports culture: Courage. Exhilaration. Determination. Pure passion.

The vigor and commitment of athlete, filmmaker, and founder alike are all neatly summed up in the title of this year's 65th annual Warren Miller production; after all, there is ***No Turning Back!*** It's a spectacle for hard-core buffs and vicarious viewers alike—whether or not you plan to get up on the hills this winter, the film is an inspirational look at what happens when you push the limits of possibility.

And of course the night wouldn't be complete without a mountain of door prizes - every audience member has a chance to win the latest gear from sports supply shops around town. Everything from goggles to lift passes is up for grabs - and you might just find your name in the hat for the Canada-wide grand prize of a Sun Peaks vacation for two, with all expenses paid!

The film tours all over North America, heading to Chilliwack for a showing at the HUB International

Theatre on **November 15, 2014**. All tickets are \$20 and are available through the box office at 604-319-SHOW (7469) or online at www.chilliwackculturalcentre.com

No Turning Back is generously sponsored by The Chilliwack Progress, Kyle Hislop Royal LePage, Mt. Waddington's Outdoors, Fraser Valley Custom Printers, 89.5 The Drive, Amax Praetorian, The City of Chilliwack, Prime Signs, Myriad Information Technologies Ltd., and The Department of Canadian Heritage.

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Additional Information

[Warren Miller Entertainment's website](#)

[Warren Miller Entertainment Facebook](#)

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 188,000 tickets have been sold through the Centre Box Office, with a value exceeding \$2,600,000. 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

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Chilliwack Academy of Music
Chilliwack Players Guild
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The Chilliwack Arts & Cultural Centre Society is registered under the British Columbia Society Act as a not-for-profit society (society number S-54973), and is a registered Canadian charitable organization under the Canadian Charities Directorate. (charity number 805742897 RR0001)

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