



FOR IMMEDIATE RELEASE

## **RFK Jr. Joins Top Winter Athletes to Keep Winter Cool** Aspen Event Highlights Global Warming, Energy Concerns

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ASPEN, CO (January 28, 2005) – While ESPN's X-Games at Aspen Mountain this weekend are sure to provide some exciting thrills for winter sports fans, some are showing that there is more to getting involved in winter sports than just strapping on skis or a snowboard. Today, NRDC Senior Attorney Robert F. Kennedy Jr. will speak to hundreds of Aspen local leaders and X-Games attendees to call for national limits on global warming pollution to spur a new energy economy and keep snow on the slopes for decades to come.

Top athletes have also joined the fight against global warming through a campaign called Keep Winter Cool ([KeepWinterCool.org](http://KeepWinterCool.org)). Professional snowboarders Dave Downing, Jeremy Jones and Romain De Marchi joined Olympic medalist Picabo Street to shoot a series of public service announcements highlighting the problems global warming poses for skiing and snowboarding. To view the spots, email [epsnyder@nrdc.org](mailto:epsnyder@nrdc.org).

Aspen Mountain has been a leader in the effort to combat global warming as a bottom line issue for the \$3 billion ski industry and its employees. Protecting the winter climate is also crucial for more than 11.5 million U.S. skiers and snowboarders.

Robert F. Kennedy, Jr. will bring the message to Aspen's leadership on Friday.

“Winter this year has been great,, but out in the West we're already seeing reduced snowpack in the Rockies,” said Kennedy. “Congress needs to keep our seasons long and snowy by cutting global warming pollution and moving us into a clean energy economy. We know how to do this, and we have the technology. We only need the political will to make it happen.”

Over a dozen Colorado ski resorts have joined Aspen in the Keep Winter Cool campaign, a partnership to fight global warming between the Natural Resources Defense Council (NRDC) and the National Ski Areas Association (NSAA). Nearly 70 ski resorts from across the country have lobbied congress in support of the Climate Stewardship Act, sponsored by Senators John McCain (R-AZ) and Joe Lieberman (D-CT).

Interest in a cleaner energy economy seems to be growing beyond Colorado's ski resorts. In November, Colorado voters joined the movement towards a new energy economy by approving a ballot measure that requires 10% of Colorado's electricity be generated from clean, renewable sources.

Robert F. Kennedy Jr.'s sold-out speech is at the Wheeler Opera House in Aspen, CO at 5:30 PM on January 28<sup>th</sup>. Spaces have been reserved for media attendees and Mr. Kennedy will be available for interviews.

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The Natural Resources Defense Council is a national, non-profit organization of scientists, lawyers and environmental specialists dedicated to protecting public health and the environment. Founded in 1970, NRDC has more than 550,000 members and activists nationwide, served from offices in New York, Washington, Los Angeles and San Francisco.