Northern BC Project

5,211 km’s of veggie oil powered activism

**About the Project**

Beyond Boarding has grounded it`s foundations in community development, social justice, and raising the awareness of high profile issues facing many communities today. Successful international work through the recent Peru Project has inspired Beyond Boarding members to take note of shifting corporate-environmental changes, which may threaten the livelihood of communities in British Columbia and create irreversible changes to the diverse natural environment, which makes up the west coast of Canada.

The Northern BC Project will raise the profile and awareness of harmful industrial projects and the impacts, which accompany them. From February 1st 2013 – June 1st 2013, Beyond Boarding members will film and document a carbon neutral vegetable oil-powered bus trip 5,211km across the province in an effort to showcase the destructive nature of the various industrial projects which B.C. and First Nations communities are currently facing. Along the way the risks these projects present to BC’s waters, wilderness, First Nations cultures, agricultural land, and tourism industries will reveal themselves and lead the project into its central theme: that these large-scale industrial projects are symptoms of a much larger disease. Contemporary culture views the natural world as a product, feeding current lifestyle trends and needs. We are dismantling the very ecosystems that sustain us, one industrial project at a time.

Snowboarders, surfers, skiers, and hikers are the greatest ambassadors for the power and importance of the natural world. The Northern BC Project aims to educate and empower the outdoor community to take a stand, speak out, and create positive change on behalf of the diversity of our beautiful province and its people against these large industrial projects, and all in a carbon neutral, no impact, and community based approach.

Bio’s

***Tamo Campos***

Tamo has been heavily involved in humanitarian and environmental projects this past year that included speaking at rallies for Defend The Coast, speaking in high schools about climate change, and throwing rail jams to raise money for homeless shelters. Tamo’s activist lifestyle is balanced with playing in the Mountains. He is a sponsored snowboarder with Salomon Snowboards, Bonfire Outerwear, Anon Optics and Homeschool Baselayers. In addition to filming with PYP productions, Beyond Boarding and Voleurz, he’s had photos published in Frequency snowboard Magazine, Demolition Magazine and Snowboard Canada.

***Lewis Muirhead***

One of the co-founders of Beyond Boarding, Lewis is a University of British Columbia graduate in Geography and Economics. He was a videographer and audio engineer for Beyond Boarding’s “Floating Gardens ” documentary, which is in post-production work. Lewis has also been spreading awareness about the importance of running your car on alternative fuel. His Toyota Land cruiser just reached 200,000 on waste vegetable oil.

***John Muirhead***

With an environmental activist father, John’s respect and passion for the outdoors runs deep. Touring in the mountains from Clearwater to Rogers Pass and surfing empty breaks like Vargas Island all funded by tree planting BC’s interior. John is a new edition to Beyond Boarding. His footage has been featured in PYP production’s “Amateur Hour” and “Dirty Stashes”. John’s got a gift in his vision of capturing the beauty of British Columbia and what is at risk.

***Jasper Rosen***

Jasper hails from Salt Spring and has been a high level surfer for years. His sponsors Quiksilver, HTO surf shop and North West surfboards help him maintain this west coast surf lifestyle while allowing him to work on his other endeavors; running a t-shirt company called Freebird and being the lead singer in the band The Barefoot Thieves. His band recently played a benefit concert to raise awareness on the The Northern Gateway Project.

***Marie-France Roy***

She is inarguably, one of the most impressive all-around women’s snowboarders in history. With urban, park and back-country talent, MFR has been awarded multiple Rider of the Year titles by Transworld Media. Her incredible talent in her sport is matched with a down to earth, humble and giving nature with a fun and goofy twist. MFR enjoys and cherishes the simple things in life like nature, her friends and family – as well as her garden and chickens. Her calm, friendly personality is mixed with fire and flare which results in a unique style and way of thinking.

***David Mackinnon***

David is one of the co-founders of Beyond Boarding. He is an honors graduate in the Philosophy department of Simon Fraser University and a brilliant writer. He recently finished up a 10-page article in Snowboard Canada for Beyond Boarding. He will be writing updates for the team on this northern BC project while he works on the Beyond Boarding Vancouver Initiatives project.

**Darcy Turenne**

Darcy Turenne is a professional mountain biker and filmmaker from Vancouver Island, Canada. Known internationally, Darcy started working in television as a presenter for the globally syndicated travel/adventure show “Ride Guide” and has been featured in hundreds of publications worldwide, including Rolling Stone and Men’s Journal.

Map

 *• Vancouver –* Pre-Interviews

 *• Mount Cain* – snowboarding

 • Alert Bay/Cape Scott - First Nations/ Interviews

 *• Prince Rupert* – LNG plants and Pipeline/Interviews

 *• Haida Gwaii* – First Nations/Interviews/Surfing

 *• Kitimat* – Site of Northern Gateway/Interviews

 *• Smithers and Terrace* – Snowboarding/Activist Hub/North West Transmission line/Interviews

 *• Sacred Headwaters* – Red Chris Mine/Interviews/Snowboarding

 *• Ft. Nelson* – Fracking/Water Withdraws/Interviews

 *• Ft*. *St. Johns –* Site C/Interviews

 *• Williams Lake* – Prosperity Mine/Interviews/Snowboarding

 *• Nemiah Valley* –First Nations/Interviews

 *• Vancouver*- Kinder Morgan Pipeline/Post Production

***Why this project is unique?***

 Environmental justice is not a new issue; so what makes this project different? The Northern BC film is grounded in the beauty, diversity, and sense of community which B.C.’s natural environments are privy to. Beyond Boarding believes that these natural environments are of paramount importance in creating the same sense of community that many outdoor enthusiasts and athletes experience through various sports and adventures. In addition to the film featuring the members of the Beyond Boarding outdoor community personally connecting with these issues of environmental and social justice the film will also showcase these members as they explore natural environments built for high level snowboarding and surfing throughout the province. This entertainment hook will reach new demographics (teens, young adults, surfers, snowboarders, film fest viewers, etc.) that many other eco-documentaries have overlooked. In support of this awareness, the film will inspire audiences to act as they see these athletes actively working on solutions, and taking leadership to effect change. The riders will feature a lifestyle that includes carbon neutral travel, eating sustainable food, signing petitions, writing letters to MPs, voting, and participating in local activist communities. Audiences will experience the adventure and beauty of BC’s northern winter backcountry, and the surf of the west coast all the while connecting with communities through the screen as the Beyond Boarding members enjoy their passion for the outdoors, identify the issues facing these environments, and the engage with local communities to make change. The film will showcase talent and entertainment, while promoting leadership and action on the issues at hand.

***Distribution of this project?***

Beyond Boarding’s first two projects (“Carbon Neutral Season”, “Floating Gardens”) have generated significant media exposure. Among others: ESPN.com, CBC Radio One, the Vancouver Sun, CTV, Yobeat.com and Frequency: The Snowboarder’s Journal, have recently told our story. Snowboard Canada Magazine, Canada’s most widely distributed snowboard magazine, just featured Beyond Boarding’s South America project in a 10 page article in the Early Winter 2012 issue and the film documenting the recent Peru trip is scheduled for release at the 2014 Vancouver International Mountain Film Festival. Beyond Boarding’s current online and social media outlets are continuing to grow, with a reach of up to 13,765 people per week. Regular updates on the Beyond Boarding and Snowboard Canada websites will occur throughout the trip. Currently being coordinated is a mini version of the Northern BC film for an upcoming Red Bull/Oakley movie called “The Little Things” and will be created by Marie-France-Roy(2 time Transworld Top Women’s Snowboarder of the Year)and Darcy Turenne(Host of the Ride Guide). It is slated to come out in the fall of 2014. Distribution of the final project while subject to change should not be a large issue given this upsurge in media exposure and online presence.

**Conclusion**

Beyond Boarding is a team of passionate, committed and socially conscious individuals engaged in taking action for social environmental justice issues and protect the natural world we live in. The Northern B.C. Project will continue this work by providing entertainment, education, and leadership in the search for alternatives and solutions to our resource dependent world. This project will connect audiences, outdoor enthusiasts, students, filmmakers, and athletes to the beauty of the outdoor world and the opportunities communities across B.C. now have to fight for its protection. This is a truly unique endeavor and the Beyond Boarding team is pleased to invite you to support us in making this positive change happen. Thank you for your consideration and we look forward to working with you.