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THE SUSAN THOMPSON SHOW COVERS AN EXCLUSIVE WHERE ESPN & DISNEY BLENDED AN ENVIRONMENTALITY PROGRAM TOGETHER FOR THE FIRST TIME AT THE WINTER X-GAMES!

Through Team ESPN, ESPN its employees, its business customers and its fans are working to make a difference in our world and our communities. They are GOING GREEN in a big way for the event and The Susan Thompson Show got the exclusive story behind the scenes.

For the first time the ESPN X-GAMES and Disney blended together to create X Games Environmentality. ESPN WINTER X GAMES TEAMED UP WITH PITKIN COUNTY TO PROVIDE A RECYCLING BIN ALMOST EVERY FEW YARDS THROUGHOUT THE VENUE AT BUTTERMILK MOUNTAIN. Coupled with this they provided an innovative incentive program.

THE WALT DISNEY COMPANY, PARENT COMPANY OF ESPN, SENT A GROUP OF ENVIRONMENTAL PUBLIC RELATIONS EXPERTS OUT FROM LOS ANGELES TO HELP IN THE EFFORT TO GET MORE VISITORS.

Aspen/Snowmass has been the Winter X Games host since 2002. The ESPN Winter X Games took to the slopes of Aspen on Jan. 28 – 31, 2006 in a manner that brought spectators the very best in sports competition while at the same time giving a strong nod to environmental protection.

In a continued effort to establish ESPN X Games as a leader in hosting environmentally responsible spectator sports, X Games Environmentality™ introduced environmental initiatives onsite and behind the scenes, generating environmental awareness among the public while producing the greenest games yet.

Efforts made in the areas of habitat protection and enhancement, energy and water efficiency, green development, waste management, recycling and alternative transportation are what elevated Aspen Skiing Company to serve as the country's Green Leader.

We asked "What your environmentality? Spectators were encouraged to participate by sorting their recyclables from their trash. When 'caught' the spectator received a token that could be exchanged for prizes at the TRASHed Recycling Store inside the X Games Environmentality booth. In addition X Games Environmentality and Team ESPN hosted a group of kids from WOW – Wonderful Outdoor World – as XGE Ambassadors to further educate the spectators.

X Games Environmentality is planting a tree on behalf of each athlete participating at Winter X Games 10. In their honor Lodgepole Pines and Douglasfir trees will be planted in the Pike-San Isabel National Forest, located near Denver.

What went on at the X-Games? From all over the world over 60,000 spectators came out to see this spectacular event. The 10th Annual free to the public Winter X Games featured more than 230 of the world's best winter action sports athletes competing for medals and prize money in four sports: Moto X, Ski, Snowboard and Snowmobile. Saturday was the first day of competition at X-Games 10 in Aspen Co. The crew came out swinging and in the end Kelly Clark took 1st in Women's Super Pipe. In Men's Slope Style Danny Kass took 3rd and John Jackson pulled in 10th. Hana Beaman took 2nd in Women's Slope Style.

Shortly after the days competition ended everyone made a beeline for Wagner Park where Damian Jr. Gong Marley took the stage in front of a huge crowd.

Another organization called Global Inheritance works to reinvent activism for today's young generation. They focus on the power of creativity to communicate and push for progressive social change while rejecting change. These large-scale art initiatives brought together the world's best artists to turn ordinary recycle bins into inspiring works of art.

"We're very proud of the work that we have done and continue to do when it comes to environmental responsibility and education," said Chris Stiepock, Winter X Games general manager. "ESPN and the Winter X Games realize that we attract a young audience and we are in a terrific position to lead by example and show the next generation viable alternatives for energy and the utilization of natural resources."

To learn more about the X Games EnvironmentalTM initiatives, please visit www.xgamesenvironmentality.com.

Thompson covered other highlights in and around Aspen. Look for the upcoming shows.

The Susan Thompson Show is a magazine show that is broadcasted to more than 119 million households in 51 countries via the Skyline satellite television network. The show is syndicated in the USA on a major network. It is also set to appear in the US on the National Barber Shop Network starting in 2006. The Susan Thompson Show is also going wireless.

By interviewing noted personalities from the entertainment, business, and humanitarian fields, the show uses a magazine show format to explore issues, causes, and events affecting its viewers.

Additional information about The Susan Thompson Show is available on its website, www.thesusanthompsonshow.com.

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