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A GLACIAL EXTRAVAGANZA ROCKS BERMUDA
*~ The World Celebrates The 50th Anniversary Of
Sir Edmund Hillary's Ascent Of Mount Everest ~*

HAMILTON, BERMUDA, Nov. 14, 2003 – The island of Bermuda - whose warm environs and famous pink sand beaches stand in stark contrast to the forbidding ice peaks of Mount Everest - will be the setting as some of the world's most distinguished adventurers converge to commemorate the 50th anniversary of Sir Edmond Hillary and Tenzing Norgay Sherpa's ascent to Everest's peak. The island will host The Hillary Himalayan Foundation's "White Ice and Fire Weekend," November 21 – 23, 2003 - the final event in a yearlong celebration of the groundbreaking climb. This extraordinary celebration, led by Peter Hillary, Sir Edmond's son, will include workshops, presentations, performances by world-famous Australian Aboriginal group Yothu Yindi, and a sensational gala ball, taking place inside the NATO Hangar at Bermuda International Airport.

The keynote speaker for the weekend is Peter Hillary, son of Sir Edmund Hillary. Hillary, who himself climbed Everest for the second time last year in honour of his father and Tenzing's achievement 50 years ago, is the founder of The Hillary Himalayan Foundation, a New Zealand-based charity that funds and supports health and education projects in the Everest region, including funding projects run by the Himalayan Trust, Sir Edmund Hillary's charitable organisation in Nepal.

"I am delighted to represent my family at what promises to be an extraordinary series of events in Bermuda, to finish this year of celebration in great style," says Hillary. "This small Island, with such a significant global reach, is the perfect place to honour partnerships across the world."

The weekend, organised by the ISIS Foundation, a Bermuda-based charity that works with local community groups in Uganda and Nepal to fund and support development projects focused on maternal and child health care and education, will raise funds for charitable projects that work to improve the lives of communities in the developing world, and in particular, the children of Nepal.

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Together with The Hillary Himalayan Foundation, the organization hopes to celebrate both the pursuit of excellence as demonstrated by Sir Edmond Hillary, while supporting partnerships across the globe that work to improve the lives of children and communities less privileged than their own.

In addition to Peter Hillary, several other prominent climbers such as Brent Bishop, Pete Athans, Roddy McKenzie (heli-skiing in Himalayas expert) and David Breashears will comprise the diverse group of high achievers participating in the weekend's festivities.

The Honourable, M.D. Renee Webb, JP, MP, Minister for Tourism, Telecommunication and E-Commerce is proud and excited that the Bermuda Government is able to be a part of this tremendous event.

"It's a wonderful thing that our beautiful Island has been chosen to be the venue for the last celebration of the anniversary of the Everest ascent. We will make sure that all our visitors receive a warm Bermuda welcome," she commented.

"We particularly welcome the various community initiatives that are an integral part of the weekend, offering Bermudians the chance to meet and interact with such accomplished international friends."

To find out more about the White Ice and Fire weekend, including specific information on activities, log on to www.whiteiceandfire.com or call 1-800-BERMUDA.

Bermuda, just two hours by air from the East Coast, stretches for 21.6 miles along turquoise waters, surrounded by a 200 square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options, including more golf courses per square mile and more wreck dives than anywhere else in the world, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. For more information, please call your travel agent or 1-800-BERMUDA or visit www.bermudatourism.com.

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