

# THE HINTON VOICE

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## Local luge is ready for prime time

Sarah Burns • Thu, Feb 23, 2012

Our local luge community stood on top of the world with Alberta Primetime on Feb. 17 when the daily current affairs TV show visited the area to film a series focusing on unique winter experiences available in the province. After hearing about local luger Sam Stirrett and her recent visit to the world junior championships in Latsch, Italy, the show made a call to staff at the Town of Hinton to learn more about the sport.

Reporter/producer Frederick Kroetsch interviewed members from the local club, including Stirrett and club president Bryan Jones, at the top of the luge track with a breathtaking panoramic vista of the Rocky Mountains as their backdrop.

"I've filmed some beautiful places in Alberta, but I think this one might just beat out all the rest," Kroetsch said.

With around 25 people on the hill to witness the film crew and the lugers, club members gave lessons to novice sledders in front of the camera while Stirrett's sled was rigged with a variety of portable cameras to capture the thrill of the sport from all angles.

Filming continued for several hours and interviews were held while roasting hotdogs over an open fire. But the crew wasn't ready to leave without having a crack at lugging themselves and after a lesson of their own the three-member crew made their first trip down the 960-metre track.

"That was it, they were hooked," said local luger Cathy Jones. "They were like little kids after that, you couldn't drag them off the hill."

Cathy was ready to step up and showcase her sport thanks, in part, to a recent workshop offered by the tourism marketing committee on media relations.

"I sat there and realized there's some elements of my communication that I'm really missing here and when I left I got right on preparing a media package and I was ready when they called. I think the next step will be to set up a website," she said.

According to the Hinton Luge Facebook page, the segment will be featured on the CTV show Thursday, Feb. 23 at 7 and 9 pm.

The footage will also be made available on the Alberta Primetime website [www.albertaprimetime.com](http://www.albertaprimetime.com) after it airs. For more information contact Cathy at (780) 865-2922 or search Hinton Luge on Facebook.

— Hinton, Alberta

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