

Bio for Keynote Speaker Crai S. Bower, freelance journalist

Mining Gold from the Olympics - Leveraging Scores of Stories, Radio and TV Exposure

Freelance journalist Crai S Bower writes more than 80 travel, business and lifestyle articles a year for over 30 regional, national, international and online publications. If he has a niche, it would be soft adventure in the Pacific Northwest. He has backcountry skied in the Purcell Mountains, kayaked the Yukon River and even tried heli yoga in the Queen Charlotte archipelago. He has also profiled New York fashion designer Peter Som, Apolo Ohno, the musician Michael Franti and many children at the Ronald McDonald House.

Crai wrote 20+ preOlympic articles for outlets including Forbes.com, MSN.com as well as cover stories for Journey and Alaska Airlines magazines. He contributes to AAAJourney.com's Destination of the Month, is a contributing editor to SkiResorts.com and develops and writes a monthly city guide for the MSN.com homepage. His profile of Whistler, "Excess is Enough: Riding Whistler-Blackcomb" received the 2008 Northern Lights Award for Excellence in Canadian Travel Journalism. He will appear this spring in the "Seattle 100," a book of portraits featuring leading cultural players in the city.

Crai also appears on several national radio stations, as well as monthly on "KUOW Presents" where he is the program's travel commentator. During the Olympics, Crai wrote over 40 stories in 17 days, and appeared with a dozen different hosts on more than 1,200 radio stations including WABC, Fox Sports Radio and Armed Forces Radio before more than 7 million listeners. He also discussed the Olympics locally on Q13 television. Crai is also a humorist, having written "Farts: A Spotter's Guide," a field guide to flatulence in the spirit of Roger Tory Peterson's series.

Crai graduated from The Evergreen State College with degrees in ornithology, creative writing and environmental history. He lives with his partner and three boys in Seattle's Wallingford neighborhood.