



ABOVE & BEYOND

WHY HIBERNATE WHEN YOU CAN HIBERNOT?

WHAT DOES WINTER MEAN TO YOU?

To us, it means fresh air, rosy cheeks and activities that are only made better with a little bit of snow. After all, winter isn't just a season; it's a lifestyle. Make it your lifestyle by embracing the cold season and taking the fun outside. Whether snow, sleet or hail, frosty weather is just another opportunity to create your next great winter memory. This year, Land Rover wants to help you discover all that winter has to offer with #HIBERNOT.

YOUR #HIBERNOT ADVENTURE

Land Rover invites you to bundle up and strap on your best winter boots to join us on a Land Rover Expedition, where you will be driven in the exclusive Land Rover fleet. Known for its adventurous spirit and innovative approach to all-terrain driving, Land Rover has everything you need to get your family out of the house and ready to take on the great outdoors.

WHAT NEXT?

We hope you can join us on Thursday, February 26th for your very own #HIBERNOT Expedition. You will join fellow journalists on a drive up to Whistler for some tubing and a sit-down lunch. Please email Monica Narula at monica@themintagency.com to confirm your availability by Wednesday, February 18th.

