

Melted Gondola Car Stunt Created to Raise Awareness of Aspen Temperature Increase



More than a month after COP26 in Glasgow, Scotland, audiences might be forgiven for being tired of marketing messaging telling them about the climate crisis and how some companies claim to be improving their behavior. Well, one stunt has been produced for ski resort Aspen Snowmass to visualize the effects global warming is having on the mountains, featuring an apparently melted gondola car to skiers, sightseers and snowboarders.

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