

For Immediate Release:

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## **Green Living Project™ Announces 2009 Event Schedule & Partners**

*New expanded schedule features new & existing event partnerships (Green Festival, Adventures in Travel Expo, Go Green Expo, REI); Over 40 events across North America*

Los Angeles, CA (January 13<sup>th</sup>, 2009) – Green Living Project™, the leading media production and marketing company focused on global sustainability initiatives, has announced their 2009 event schedule for North America. Following a successful 2008 event schedule which featured over 30 events in North and South America, Green Living Project™ has established new strategic event partnerships to educate and inspire attendees, while increasing the promotion and distribution of the company's multi-media production work on unique and successful sustainability projects from around the globe.

The “Green Living Project™ Event Series” offers free multi-media events that are open to the public, attracting a wide audience from high school students to working professionals to retired baby boomers. Events showcase projects from around the globe focused on relevant and important sustainability topics such as responsible tourism, renewable energy, wildlife conservation, community development, waste management, and organic farming. Attendees learn about the geographic regions covered, local communities, examples of sustainability, and responsible tourism. Each event also shows how people can get directly involved with each project and organization by volunteering, visiting, donating, or purchasing items.

In 2009, over 40 different multi-media events will be held across North America in partnership with new and existing festival, trade show, and retail event partners, including:

- Adventures in Travel Expo (ATE Travel Show): [www.adventureexpo.com](http://www.adventureexpo.com)
- Green Festival: [www.greenfestivals.org](http://www.greenfestivals.org)
- Go Green Expo: [www.gogreenexpo.com](http://www.gogreenexpo.com)
- Recreational Equipment, Inc. (REI): [www.rei.com](http://www.rei.com)
- L.L.Bean: [www.llbean.com](http://www.llbean.com)

The current event schedule is available at: [www.greenlivingproject.com/events](http://www.greenlivingproject.com/events)

“Green Festivals seek to showcase the best of what works for our communities, at home and abroad, and we’re proud to host Green Living Project”, says Alix Davidson, Washington D.C. regional director of Green Festival. “For example, their [GLP] focus on success stories from Africa highlights the Green Festivals’ vision for the future, one that combines social justice with ecological balance and a sustainable economy.”

"Green Living Project’s event series creates a space for communities to experience work focused on creating solutions to the challenges we face”, says Sally Johnson, retail events coordinator of REI. “This amazing work is taking place all over the world! And Green Living Project is an excellent channel for people to connect to this work and see the possibilities for change. It is very exciting for REI to promote and be involved with their unique work."

“The most rewarding aspect of these events has been the overwhelmingly positive feedback from attendees and event partners,” said Rob Holmes, founder and president of Green Living Project™. “Attendees are engaged, inspired, and have the unique opportunity to get directly involved with interesting projects from around the globe. They also learn about the world, sustainable living, responsible tourism, and how each of us can make a positive impact. Our professional content and unique storytelling about positive success stories really resonates with people since it celebrates and instigates activism to make a difference locally and globally. These educational components will be expanded when we launch our new Education Program this spring. This exciting new program will further develop our educational objectives, and will expand the event series to elementary, undergraduate, and graduate schools nationwide.“

### **About Green Living Project™**

Green Living Project™ is the leading multi-media production, marketing and entertainment company showcasing sustainable initiatives from around the globe. Through various production and distribution techniques, Green Living Project™ aims to educate, inspire and entertain while encouraging individuals and communities to adopt a more sustainable lifestyle. The company markets its exclusive content online and offline, including an international event series. Key partners include National Geographic Adventure, REI, Adventure Travel Trade Association (ATTA), Adventures in Travel Expo (ATE), African Wildlife Foundation, Earthwatch Institute, Timberland, Gregory, and Keen Footwear. Green Living Project™ is a privately held company located in Los Angeles, California. For more information, visit [www.greenlivingproject.com](http://www.greenlivingproject.com) or contact Rob Holmes at (818) 988-2234 or [rob@greenlivingproject.com](mailto:rob@greenlivingproject.com).