

For Immediate Release:

Green Living Project™ Launches Mobile Tour

New event marketing and educational outreach strategy will reach over 100 venues (schools, retail stores, festival's, etc.) in 2010; Supports new Education Program

Los Angeles, CA (December 2nd, 2009) – Green Living Project™, the leading media production and marketing company showcasing global sustainability initiatives, has launched a new Mobile Tour as an event marketing and educational outreach strategy for the North American market. Initially targeting schools, retail stores, and festivals, the Mobile Tour's grassroots approach complements the company's existing core customer base, while reaching new youth and active-lifestyle markets.

With over 100 events planned in 2010 across North America, the Green Living Project™ Mobile Tour will visit schools (K-12, college, graduate), specialty retail stores, regional festivals and trade shows, zoo and aquariums, outdoor/recreational clubs, community centers, and more. The Mobile Tour will directly reach the important youth and active-lifestyle markets in order to educate and inspire them on the importance of global sustainability and giving back or volunteering with communities around the globe.

The Mobile Tour Team is composed of seasoned professionals in education, teaching, community outreach, science, conservation, and global sustainability initiatives. Through the Team's expertise, the Mobile Tour also supports Green Living Project's new Education Program & Curriculum that allows students of all ages to monitor, track, and interact with GLP's future domestic and international media expeditions focused on documenting unique and successful sustainability-related initiatives.

"Our 6th graders had such a great time learning about the various sustainability projects currently going on in South America," said David Knight, 6th grade teacher for Prairie View Middle School (Henderson, CO). "We look forward to spending more time discussing everything that was presented. Thanks again. We really appreciate and love what the Mobile Tour is doing and can't wait for them to return in 2010!"

"Even though we are a small retail store in a small town (Buena Vista, CO), the Tour Team made us feel important by spending several hours with us." Said Keith and Evelyn Baker, co-owners of The Trailhead, "They were well prepared, professional, and highly educated on these global sustainability projects. It was a great learning experience for everyone and we hope the awareness they are raising nationwide will gain momentum in this important new endeavor."

Green Living Project™ will collaborate with existing mobile tours such as Leave No Trace®,

Backpacker's Get Out More, and various film festival tours. Additional partners and sponsors include National Geographic Adventure, Earthwatch Institute, The School for Field Studies, Sierra Designs, Gregory Mountain Products, Keen Footwear, Clif Bar, Brunton, and Guyot Designs.

"What we found most attractive about Green Living Project™ is that their mission and the way they go about it are very much in line with what we are trying to accomplish," said Sue Edmiston, marketing manager for Sierra Designs. "Their desire to spread the word about global sustainability mirrors our Green Effect program which works to utilize recycled materials and cleaner manufacturing processes wherever possible. The fact that the Tour Team will be camping along the way also agrees with our dedication to encouraging an outdoor lifestyle. We look forward to an exciting partnership in 2010."

"We initially launched the Mobile Tour due to constant requests from around the country to have our popular multi-media events visit their respective city or town, said Rob Holmes, founder and president of Green Living Project™. "At the same time, while the tour complements our existing event marketing strategies, it also expands our distribution to reach new consumer markets around North America. It is also a key driving force behind our exciting new Education Program & Curriculum, which connects students from around the world with our award-winning story telling on successful sustainability-initiatives. All students can now monitor, track, and interact with our work around the globe."

For more information, visit www.greenlivingproject.com/mobiletour. Follow the Mobile Tour via GLP's Facebook (www.greenlivingproject.com/facebook) and Twitter (www.twitter.com/GreenLivingPrijt) sites.

About Green Living Project™

Green Living Project™ (GLP) is the leading media production and marketing company showcasing global sustainability initiatives. Through various multi-media production and distribution techniques, GLP aims to educate, inspire and entertain while encouraging individuals and communities on the importance and benefits of sustainable living. GLP markets and promotes its exclusive media content online and through various event-marketing channels. Key partners and sponsors include National Geographic Adventure, Recreational Equipment Inc. (REI), African Wildlife Foundation, Earthwatch Institute, Green Festival, Timberland, and Keen Footwear. Green Living Project™ is a privately held company located outside of Los Angeles, California. For more information, please visit www.greenlivingproject.com.

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