

**For Immediate Release:**

Contact: Rob Holmes  
Green Living Project™  
818-988-2234  
[rob@greenlivingproject.com](mailto:rob@greenlivingproject.com)

## **Green Living Project™ Announces New Media Expedition**

*New expedition focuses on Southern Africa (Zambia, Mozambique, Namibia, South Africa); Partners include Earthwatch, CARE International, AWF, UNDP, Aid to Artisans*

Los Angeles, CA (October 7<sup>th</sup>, 2008) – Green Living Project™, the leading media production and marketing company focused on global sustainability initiatives, has announced their newest media expedition, this time to Southern Africa (October 5-29). Similar to previous expeditions, the company will document a broad range of unique and successful sustainability projects administered by leading non-profits, conservation organizations, travel companies, eco-lodges, and tourism boards. These projects will be incorporated into the company's content distribution platforms to educate and inspire individuals and communities to adopt a more sustainable lifestyle.

Green Living Project™ (GLP) will be working on projects across Southern Africa, including Zambia, Mozambique, Namibia, and South Africa. In these countries, GLP will collaborate with the following organizations involved with a diverse range of sustainability themes including renewable energy, urban sustainability, responsible tourism, organic farming, community development, handicrafts, wildlife conservation and waste management:

- Earthwatch Institute
- African Wildlife Foundation (AWF)
- CARE International
- Aid to Artisans (ATA)
- United Nations Development Program (UNDP)
- South African Tourism, and several others

“We are excited about this new expedition since we will once again be working with top tier local and global organizations to showcase unique and successful examples of

sustainability around Africa, in particular Southern Africa,” said Rob Holmes, founder and president of Green Living Project™. “One of the most rewarding aspects for this new expedition is the continued support we receive from well-known and well-established organizations working in Africa and around the world. They understand, appreciate and recognize the need for our unique media production and marketing platform focused on the promotion of sustainable living around the world. Ultimately, these integral partnerships allow us to create more substantial and in-depth stories that support overall objectives related to promoting global sustainability. ”

After the company returns from Africa, these new sustainability projects will be featured at various consumer events such as the Washington DC and San Francisco Green Festivals in November, L.L.Bean’s Winter Sport Expo in December, and the expanded “Green Living Project Lecture Series” starting in January 2009.

### **About Green Living Project™**

Green Living Project™ (GLP) is the leading media production, marketing and entertainment company showcasing sustainable initiatives around the globe. Through various multi-media production and distribution techniques, Green Living Project™ aims to educate, inspire and entertain while encouraging individuals and communities to adopt a more sustainable lifestyle. GLP markets and promotes its exclusive media content online and through an international lecture series. Key partners and sponsors include National Geographic Adventure, Recreational Equipment Inc. (REI), African Wildlife Foundation, Earthwatch Institute, The Gorilla Organization, Chaco, Gregory Mountain Products, Keen Footwear, La Sportiva, Lonely Planet, and ExOfficio. Green Living Project™ is a privately held company located outside of Los Angeles, California. For more information, please visit [www.greenlivingproject.com](http://www.greenlivingproject.com) or contact Rob Holmes at (818) 988-2234 or [rob@greenlivingproject.com](mailto:rob@greenlivingproject.com).