

For Immediate Release:

## **Green Living Project™ Receives Celebrity Endorsement**

*Sebastian Rochè, series regular on “General Hospital” and recent guest star on “24”, serves as company spokesperson and joins expedition in South America*

Los Angeles, CA (April 14<sup>th</sup>, 2009) – Green Living Project™, the leading media production and marketing company showcasing global sustainability initiatives, has received the celebrity endorsement by television, film, and theater actor Sebastian Rochè. A series regular as “Jerry Jacks” on “General Hospital”, Rochè has also had multiple guest star appearances on the popular CBS drama “24”. He will serve as a celebrity spokesperson for Green Living Project™, along with supporting the company’s current media expedition in South America.

Rochè will join the Green Living Project™ (GLP) media expedition team to help document three unique sustainability projects across Ecuador during April 21-29. These specific projects will focus on key global sustainability issues such as indigenous community development, education, renewable energy, organic farming, wildlife conservation, and eco-lodges via traditional haciendas. Rochè’s involvement with GLP can be followed through the company’s social media sites on Facebook ([www.greenlivingproject.com/facebook](http://www.greenlivingproject.com/facebook)) and Twitter ([www.twitter.com/GreenLivingPrijt](http://www.twitter.com/GreenLivingPrijt)).

A French actor, Sebastian Rochè has worked extensively in television, film, and theater in the US since 1992. In addition to “General Hospital” and “24”, Rochè has also worked on numerous dramas and sci-fi television series on Fox, CBS, Show Time, and USA Networks. He has also appeared in films such as "The Last of the Mohicans" (1992; starring Daniel Day-Lewis), "The Peacemaker" (1997; starring George Clooney and Nicole Kidman), "15 Minutes" (2001; starring Robert De Niro), "The Namesake" (2006), "What We Do Is Secret" (2007), and "Beowulf" (2007). He will co-star in an upcoming action film "Shattered Glory" (2009), “Happy Tears” (2009; starring Demi Moore), and “The Adventures of Tintin: Secret of the Unicorn” (2011; starring Daniel Craig and directed by Steven Spielberg and Peter Jackson).

“I was immediately attracted by Green Living Project’s concept of disseminating information of unique, successful, or lesser known sustainability projects through multi-media documentation,” said Sebastian Rochè. “Since global sustainability is one of the keys to our future, we have to start raising global awareness on a mass scale. GLP understands that these organization projects

deserve and need to be discovered by the broader public, and I share their belief to raise a greater consciousness of sustainable energies, conservation, and living more sustainably. I look forward to working with them to support their impressive long-term objectives of educating and inspiring people around the world on the importance and benefits of living more sustainably.”

“We are honored and excited to have Sebastian come on as a celebrity spokesperson for Green Living Project™ and join us in Ecuador next week,” said Rob Holmes, Founder and President of Green Living Project™. “We have been looking for a celebrity actor that represents some of the key elements of GLP’s mission and objectives. Sebastian is actively working within the entertainment industry, he has an impressive global travel resume, he has been getting involved with unique story-telling based documentaries, and he has a true passion for global conservation and sustainability. It is also going to be exciting to have his on camera experience and enthusiasm for promoting and speaking on behalf of GLP in regards to the company and the unique and diverse group of sustainability projects we will document in Ecuador.”

### **About Green Living Project™**

Green Living Project™ (GLP) is the leading media production and marketing company showcasing global sustainable 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 a North American “Event Series”. Key partners and sponsors include National Geographic Adventure, Recreational Equipment Inc. (REI), African Wildlife Foundation, Earthwatch Institute, Green Festival, Adventures in Travel Expo, Timberland, Gregory Mountain Products, 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](http://www.greenlivingproject.com).

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