

For Immediate Release:

## **Green Living Project™ Expands Event Marketing Strategy**

*New “Premiere” strategy expands total distribution; Large events in major cities across North America feature national and local partners; Kick off in San Francisco on April 28<sup>th</sup>*

Los Angeles, CA (April 22<sup>nd</sup>, 2010) – Green Living Project™ (GLP), the leading media production and marketing company showcasing global sustainability initiatives, has announced an expanded event marketing strategy through large signature “Premiere” events in major metropolitan areas across North America. This new distribution strategy complements and differentiates itself from the company’s popular grass-roots Mobile Tour campaign by attracting a large urban-based audience of active lifestyle, travel/sustainability enthusiasts, businesses, non-profits, celebrities, and media who are interested in getting involved and making a difference with local and global sustainability issues and challenges.

Similar to the companies’ existing event marketing strategy, “Premiere” events showcase GLP’s domestic and international documentary work on unique and cutting-edge global sustainability initiatives (e.g. wildlife conservation, sustainable tourism, voluntourism, community development, renewable energy, education). First, these events support the documented projects with extensive exposure, support, and fundraising opportunities. Second, in connection with GLP’s successful Education Program & Curriculum, these events educate and inspire urban-based individuals, communities, and businesses to embrace and get involved with these important global projects and issues.

Over the past several years, there has been strong demand from consumers, communities, and organizations to bring GLP’s unique hands-on and personal multi-media presentation format to major urban centers across North America. “Premieres” attract large audiences (500+) and feature GLP’s signature multi-media showcase of cutting-edge global sustainability projects, along with full catering (food, beverage), LIVE music, large raffle prize packages, and much more. Each event also raises money for some of the featured projects through attendee donations and corporate contributions.

“Premiere” 2010 Schedule: Los Angeles (June 3), Brunswick, ME (June 17), Boston (June 24), New York (July 22), Denver (Aug 19), Santa Fe (Sept 23), DC (Oct 21), and Vancouver, BC (Nov 18)

“Once again, Whole Foods Market is supporting Green Living Project™ as we feel the organization is directly in line with our core value, caring for our communities and our environment,” says Ashley Paulson, marketing team leader, Whole Foods Market – Potrero Hill. “We appreciate the commitment they are making to local and global sustainability and environmental stewardship, and

also see this as an excellent opportunity to educate our customers through the partnership.”

“We share values with Green Living Project™ at a very core level relating to global sustainability, and with San Francisco being our home market we were very excited to collaborate on this unique event opportunity,” says Greg Sullivan, co-founder and CEO of AFAR Media. “Through our magazine and website, AFAR seeks to inspire and guide cross-cultural travel. We believe that making progress on sustainability issues starts with fostering understanding and caring. We are excited to share this belief with GLP as we move forward on various partnership initiatives.”

“The marketing and distribution we provide to projects we document has been a key component for achieving our goals and mission,” said Rob Holmes, founder and president of Green Living Project™. “Our event marketing clearly shows that people want to get involved, make a difference, and be part of the solution relating to global sustainability issues and challenges. And what better way than celebrating these projects and issues with 500 other people also committed to making a difference? Ultimately, it is great to see this local, regional, and national support for our work and these events. It shows we must be doing something right.”

To kick off the “Premiere” 2010 Schedule, the first event will be in San Francisco:

- Date & location: April 28<sup>th</sup>, 2010 (111 Minna Gallery, San Francisco)
- Key partners: AFAR Media, Zipcar, The North Face, Whole Foods Market, Method, Moon Travel, Guayaki, Clif Bar, PACT, Teko Socks, Green Zebra, California Academy of Sciences, and others
- Website: [www.greenlivingproject.com/sf10](http://www.greenlivingproject.com/sf10)

### **About Green Living Project™**

Through various multi-media production and distribution techniques, GLP documents cutting-edge sustainability initiatives and best practices to educate and inspire consumers to organizations on the importance and benefits of sustainability-based practices. GLP markets and promotes this exclusive content online and through various event-marketing channels. Key partners include AFAR Media, African Wildlife Foundation, Earthwatch Institute, Rainforest Alliance, R.E.I., L.L.Bean, Green Festival, The North Face, Sierra Designs, and Patagonia. Green Living Project™ is a privately held company located outside of Los Angeles, California. For more information, visit [www.greenlivingproject.com](http://www.greenlivingproject.com).

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