

For Immediate Release:

Green Living Project™ Expands to Central America

New expedition to Costa Rica, Nicaragua, and Panama features new partnerships with Rainforest Alliance, Nature Air, The North Face, Patagonia, and 10 others

Los Angeles, CA (February 17th, 2010) – Green Living Project™, the leading media production and marketing company showcasing global sustainability initiatives, has announced their newest expedition, this time to Central America (February 16 – March 7). Green Living Project™ will document 9 leading sustainability-related initiatives that showcase cutting-edge best practices in sustainable tourism, wildlife conservation, geo-tourism, eco-lodge, community development, and education. These projects will be incorporated into the company's marketing and distribution channels that educate and inspire consumers to organizations on the importance and benefits of sustainability-based initiatives.

Green Living Project™ (GLP) will be documenting projects in Costa Rica, Nicaragua, and Panama, three unique travel destinations that also showcase a diverse array of sustainability examples. While Costa Rica is well regarded as a pioneer in sustainable tourism, Nicaragua features a diverse mix of exciting geo-tourism and rural community development initiatives, and Panama has numerous new community development programs in the Bocas del Toro Islands and Darien Gap. Example project partners include:

- Rainforest Alliance (Nicaragua)
- The Leatherback Trust (Costa Rica)
- The School for Field Studies (Costa Rica)
- Rios Tropicales (Costa Rica)
- La Cusinga Eco-Lodge (Costa Rica)
- Green Empowerment (Nicaragua)
- Potters for Peace (Nicaragua)
- Tranquilo Bay Eco-Lodge (Panama)

“We believe in GLP’s mission to educate consumers on the importance of sustainability-based practices, and we want to show travelers that their choices make a difference in the livelihoods of the people in the destinations they visit,” said Silvia Rioja, sustainable tourism technical manager at Rainforest Alliance. “Nicaragua has a huge potential for sustainable tourism development due its great quantity of cultural and natural treasures, along with local communities and businesses committed to developing tourism.”

“We share GLP’s goal of spreading the word that sustainability is possible, that our story can be used as a catalyst for change, and it can also serve as the foundation for a profitable business plan,” said Alexi Huntley, commercial director at Nature Air. “As the world’s first Carbon Neutral airline, we are also glad Costa Rica is being showcased due to its strong ecotourism tradition and rich natural resources.”

“We are native Costa Ricans and we love our country’s commitment to sustainability and adventure eco-tourism,” said Rafael Gallo, president at Rios Tropicales. “For instance, our El Tigre project is a unique adventure tourism and community-managed rural sustainable development project. GLP has the unique professional documentary experience and sensitivity to create powerful stories around sustainable tourism projects that entice viewers to travel to and support the projects themselves.”

“As we document more regional projects across North America, Central America has become a popular request due to it’s close proximity and the breadth and depth of compelling sustainability initiatives,” said Rob Holmes, president of Green Living Project™. “These issues along with strong leadership and diversity with these cutting-edge projects means consumers will be very excited to get involved with the projects and visit the featured destinations. Businesses and organizations will also learn first hand about these important best practices with sustainability initiatives. As always, the ultimate success of this expedition would not have been possible without the strong support we received from numerous partners and sponsors that rally behind us to launch the expedition. Their support has been invaluable.”

Expedition partners include Nature Air (“Official Airline”), Horizontes (“Official Tour Operator”), along with important sponsors including The North Face, Patagonia, Osprey Packs, Moon Travel Guides, KIND Snacks, SPOT, Teko Socks, PACT, Costa del Mar, Princeton Tec, and Guyot Designs.

To follow and track the Expedition, please visit www.greenlivingproject.com, along with social media sites, Facebook (www.greenlivingproject.com/facebook) and Twitter (www.twitter.com/GreenLivingPrit).

About Green Living Project™

Green Living Project™ (GLP) is the leading media production and marketing company showcasing leading global sustainability initiatives. 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 National Geographic, African Wildlife Foundation, Earthwatch Institute, Rainforest Alliance, Recreational Equipment Inc. (REI), Green Festival, The North Face, and Patagonia. 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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