

For Immediate Release:

Green Living Project™ Launches Domestic Production

New expedition to Maine highlights new company division; Project themes include sustainable fisheries, wind energy, education, responsible tourism, local food movement

Los Angeles, CA (August 26, 2009) – Green Living Project, the leading media production and marketing company showcasing global sustainability initiatives, has announced their new domestic media production division with their first U.S. expedition to Maine (August 22–September 2). Green Living Project will document 9 new domestic sustainability projects administered by leading state conservation organizations, non-profits, foundations, and private companies. These projects will be incorporated into the company's online and offline marketing and distribution platforms to educate and inspire individuals and communities on the importance and benefits of sustainable living.

Green Living Project (GLP) will be documenting projects across Maine, one of the oldest and leading responsible tourism and sustainability-focused states in the United States. Within the state, GLP will collaborate with the following organizations on sustainability initiatives such as responsible tourism, sustainability education, renewable energy, sustainable fisheries, marine conservation, local food movements, composting education, and sustainable shipbuilding:

- Maine Office of Tourism (www.visitmaine.com)
- Maine Huts & Trails (www.mainehuts.org)
- The Chewonki Foundation (www.chewonki.org)
- Gulf of Maine Research Institute (www.gmri.org)
- Inn by the Sea (www.innbythesea.com)
- Maine Compost School (www.composting.org)
- Local Sprouts Cooperative (www.localsprouts.org), and several others

“As one of a handful of organizations chosen in Maine by GLP, we're thrilled to use this opportunity to continue to build awareness for our effort and, in particular, around the sustainability principles that we're employing as part of our effort,” said Dave Herring, Executive Director of Maine Huts & Trails. “We are unique in that we combine thoughtful land-use conservation, green building, responsible tourism, and community development. We hope to pioneer a nature-based tourism economy in western Maine and have already attracted domestic and international visitors.”

“We are excited to be part of this story on Maine's sustainability initiatives based on Green Living Project's production work, non-profit and corporate partners, and the other organizations featured across the state,” said Betta Stothart Connor,

Director of Communications at The Chewonki Foundation. "Sustainability is central to our teaching – from the classroom to campus to extended wilderness trips. The experience of living sustainably is further magnified because students are challenged to implement the learning's here into their own homes, schools, and communities."

"After years of documenting over 30 projects across 10 countries in Africa and South America, we are excited to showcase projects in our backyard – the U.S.," said Rob Holmes, Founder and President of Green Living Project. "This expansion originates from consumer demand for local (North American) sustainability-related projects, but it also embraces classic sustainability which is all about supporting the local environment, community, and organizations. Therefore we will document a unique group of projects that represent the diverse sustainability aspects of Maine. We have already received strong interest from other domestic projects since we will expand our domestic media production in 2010 to other states across the U.S."

The Maine Expedition will feature regular updates, news, and insights through GLP's Facebook (www.greenlivingproject.com/facebook) and Twitter (www.twitter.com/GreenLivingPrjt) pages.

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, 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.

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