

For Immediate Release:

Green Living Project™ Expands to South America

New expedition to Ecuador, Brazil, and Peru features partnerships with Ecuador Ecotourism Association, Ecuador Tourism, Brazil Tourism, and LAN Airlines

Los Angeles, CA (March 25th, 2009) – Green Living Project™, the leading media production and marketing company showcasing global sustainability initiatives, has announced their newest media expedition, this time to South America (April 5-30). Green Living Project™ will document 9 new sustainability initiatives administered by leading conservation organizations, non-profits, foundations, travel companies, and eco-lodges. These projects will be incorporated into the company's online and offline content 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 in Ecuador, Brazil, and Peru, some of the leading responsible tourism and sustainability-focused destinations in South America. In these countries, GLP will collaborate with the following organizations on sustainability initiatives such as responsible tourism, wildlife conservation, voluntourism, environmental education, organic farming, renewable energy, eco-lodges, and indigenous communities:

- Ecuador Ecotourism Association (ASEC)
- Ecuador Tourism Board
- Brazil Tourism Board
- Amazon Conservation Association (ACA)
- Mountain Lodges of Peru, and several others

"The Ecuador Ecotourism Association (ASEC) and Ecuador Tourism Board are excited to collaborate with Green Living Project™ during their upcoming media expedition to Ecuador," said Christian Mera, Executive Director of ASEC. "We look forward to having GLP document successful examples of sustainability across Ecuador. We have also found an amazing opportunity to promote the wonders of Ecuador as a premier destination for sustainable tourism in South America to the adventure and responsible tourism market across North America."

"Brazil Tourism Board's Public Relations Department supports foreign journalists coming to Brazil to promote our cultural and natural diversity, as well as our tourist destinations," said Mariana

Szauter, Public Relations Manager of Brazil Tourism Board. "We look forward to having Green Living Project™ help us build an awareness around sustainability, biodiversity, and natural resource conservation, while also helping to increase global social responsibility."

"Receiving strong support from leading tourism boards (Ecuador, Brazil) and an established global airline (LAN Airlines) was important in GLP's expansion to South America," said Rob Holmes, Founder and President of Green Living Project™. "South America offers such an exciting contrast to our extensive work across Africa. From varied terrain (Amazon rainforest, Andean cloud forests, volcanic landscapes, Pacific Ocean) to diverse local sustainability and conservation project themes (brazil nuts, indigenous communities, sea turtles, spectacled bears, permaculture), we are excited to document, promote, and distribute these successful and educational sustainability projects."

This South American media expedition will feature new interactive and social media applications as consumers can monitor and track the expeditions via the following:

- Twitter (www.twitter.com/GreenLivingPrijt): Short daily text updates
- Facebook (www.greenlivingproject.com/facebook): Periodic text, photo, video updates
- Google Maps®: (www.greenlivingproject.com/education): Real-time tracking of the media expedition whiles in the field (launching April 6th)

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 or contact Rob Holmes at (818) 988-2234 or rob@greenlivingproject.com.

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