

For Immediate Release:

## **Green Living Project™ Announces 2011 Premiere Event Schedule**

*3<sup>rd</sup> annual schedule includes major cities nationwide; Popular events showcase cutting-edge sustainability and travel destinations; Key strategic partners & sponsors*

Los Angeles, CA (December 21, 2010) – Green Living Project™, the leading media production and distribution company showcasing global sustainability-related initiatives, has announced their 2011 nationwide Premiere Event schedule. Following two years of successful events across North America, they will have new event locations and strategic partnerships, while featuring exciting new travel destinations across North America, Central/South America, Africa, and Asia. The purpose of the events is to educate, inspire, and entertain attendees and partners on the importance and benefits of sustainability principles.

Green Living Project's Premieres are popular multi-media events that are open to the public and attract a wide audience of attendees, organizations, and companies nationwide. Each event showcases short documentaries highlighting relevant and important sustainability themes such as tourism, wildlife, education, community development, local food, climate change, and renewable energy. They also profile exciting new sustainable tourism destinations across North America, Central/South America, Africa, and Asia. Each event shows how citizens, communities, and organizations can get directly involved with important local and global sustainability-related initiatives to bring about constructive and positive change.

### **2011 Premiere Event Schedule:**

- Boston, MA (1/27)
- Chicago, IL (4/28)
- Denver, CO (8/25)
- Los Angeles, CA (11/17)
- Santa Fe, NM (2/16)
- Seattle, WA (5/19)
- San Francisco, CA (9/22)
- Austin, TX (3/24)
- New York, NY (6/16)
- Raleigh-Durham, NC (10/15)

“At Whole Foods Market we find it extremely important to work both locally and globally to encourage sustainability and environmental preservation,” said Elly Truesdell, Marketing Team Leader, Whole Foods Market. “We have had the pleasure of working with Green Living Project in 2009-10. The events were a fantastic collaboration of like-minded businesses that are working toward the encouragement of and the education in sustainable practices. And the fascinating stories within their amazing multi-media presentations speaks to the impressive initiatives going on all over the world.”

“New York City cares about what is happening in the world and Green Living Project brings us all closer to issues that really matter,” said Alan Ando, Assistant Store Manager, Eastern Mountain Sports SoHo. “Since 2009, the response and vibe at the Green Living Project (GLP) Premiere events

has been phenomenal – fun, stimulating, tribal, and inspiring. And GLP has helped Eastern Mountain Sports to offer information, education, inspiration, and a unique call-to-action in helping to deal with tough domestic and international issues. We look forward to their next event!”

“The response continues to be strong on how the Premiere events provide such a unique and powerful experience for attendees, partners, and sponsors nationwide,” said Rob Holmes, Founder and President of Green Living Project™. “Our professional documentary films and unique story-telling approach celebrates and instigates change on local and global levels. Everyone from consumers to businesses are educated and inspired through great storytelling on unique, creative, and successful means of sustainability across a number of industries. And presenting this multi-media content in an informal, fully-catered, and social atmosphere encourages everyone to make personal change while looking at other industry sectors to move the issues and discussions forward in order to make a broader local and global impact.”

Recent and future partners include Whole Foods, Chipotle, National Geographic, Outside Magazine, AFAR Magazine, Rainforest Alliance, Earthwatch, R.E.I., L.L.Bean, Eastern Mountain Sports, Honest Tea, New Belgium Brewery, Ben & Jerry’s, Cascadian Farm, Zipcar, Method, Patagonia, The North Face, Keen Footwear, Clif Bar, Sprout, Green Drinks, Maine Tourism, New Mexico, and Mexico Tourism.

To view the complete Premiere Schedule, visit GLP’s website ([www.greenlivingproject.com/premieres](http://www.greenlivingproject.com/premieres)), Facebook ([www.facebook.com/greenlivingproject](http://www.facebook.com/greenlivingproject)), and Twitter ([www.twitter.com/GreenLivingPrijt](http://www.twitter.com/GreenLivingPrijt)) sites.

### **About Green Living Project™**

Green Living Project™ (GLP) is the leading media production and distribution company showcasing global sustainability-related initiatives, including tourism, wildlife, education, community, and food. Through 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 this exclusive content through various strategic outlets (events, television, film festivals, schools, web). Key partners include Whole Foods Market, Mexico Tourism, African Wildlife Foundation, Earthwatch, Rainforest Alliance, UNDP, R.E.I., L.L.Bean, Eastern Mountain Sports, Green Festival, Keen Footwear, and Patagonia. GLP 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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