

For Immediate Release:

Green Living Project Launches Student Film Project

Tri-annual film competition connects students with storytelling and local/global sustainability issues; Partners include NAAEE, Bioneers, NEEF, Frontier Airlines; First competition event in NYC on July 28th

Los Angeles, CA (June 30, 2011) – Green Living Project (GLP), the leading production and marketing company showcasing global sustainability-related initiatives, has announced a new student film competition called the Student Film Project (SFP). This tri-annual competition will showcase the best student films from around the globe. The primary purpose of the competition is to connect students to filmmaking/storytelling and sustainability issues through a unique platform that celebrates, promotes, and distributes the best filmmakers and their compelling stories .

In today's media rich environment, short films are an effective medium to educate and inspire students on the importance of good storytelling techniques and local/global sustainability-related issues and initiatives. The film competition will follow the average school calendar by having competitions run during the fall, spring, and summer semesters. Film themes will vary with each new competition. Ultimately, the winning films will receive prize packages and also be screened at select GLP Premiere Events across North America. For example, winning films for the first SFP competition will be screened at GLP's "3rd Annual NYC Premiere" event on July 28th, 2011.

"The inspiration behind creating the Student Film Project came from GLP's popular grassroots Mobile Tour that visits between 50-100 schools each year," said Laura Knudson, Education Program Manager of Green Living Project. "When presenting our films, teachers and students always ask how they can get more involved in the films or the issues behind them. While it is easy for adults to get involved with our featured projects through travel, volunteering, or donation, students need a more tangible outlet. Through the process of creating visual media to explore various topics or issues, students simultaneously learn about important issues while sharing this knowledge with their peers, parents, and local communities."

"Not only do today's students understand the importance of sustainability better than any other generation, they are obviously well known for their

technological prowess,” said David Lanham, Education Associate for promotional partner Planet Connect. “We are excited to help GLP foster the creativity and environmental knowledge that today's students possess through their unique Student Film Project. Environmental education is necessary in all avenues, and this film contest will allow students to visually showcase their exciting, sustainable ideas to the general public.

“We are very excited about the broad and global potential for this student-based film competition,” said Rob Holmes, Founder and President of Green Living Project. “While SFP leverages our filmmaking expertise and unique grassroots distribution model, the strong support and enthusiasm for the competition by teachers, students, and their communities show we have created something of value and importance. This is what’s most meaningful for us – to educate the next generation, while increasing awareness and creating change around important local/global issues. We are excited for New York City’s big event in July, along with future film competitions during fall 2011 and spring 2012.”

Student Film Project – Competition Overview:

Frequency: Tri-annual competition (fall, spring, and summer school semesters)

Key partners: NAAEE (North American Association for Environmental Education), Bioneers, NEEF (National Environmental Education Foundation), Planet Connect (a NEEF subsidiary)

Eligibility: Actively enrolled students (6th grade through college level)

Film themes: Vary with each competition

Prizes: Winning films are screened at select GLP Premiere events, plus prize packages

Website: www.greenlivingproject.com/studentfilmproject

1st Summer Competition Event:

Submission deadline: July 20, 2011 (before 11:59pm)

Screening date: July 28, 2011

Screening location: New York City (Brooklyn Lyceum; 227 4th Avenue, Brooklyn, NY)

Host event: Green Living Project’s 3rd Annual “NYC Premiere” event

Film themes: Sustainability-related issues (e.g. travel, wildlife, education, community, food)

Prize sponsors: Frontier Airlines, Patagonia, Kata, Whole Foods, Chipotle, Foto Care New York, and more

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 development, and food. Through multi-media production and distribution techniques, GLP documents cutting-edge sustainability initiatives and best practices to educate and inspire consumers, communities, and organizations on the importance and benefits of sustainability-based initiatives. GLP markets this exclusive content through various strategic outlets (events, television, film festivals, schools, web). Partners include Outside Television, Mexico Tourism, African Wildlife Foundation, Earthwatch, Rainforest Alliance, GSTC, ATTA, STI, Green Festival, Whole Foods, Chipotle, R.E.I., L.L.Bean, and Patagonia. GLP is a privately held company located outside of Los Angeles, California. For more info, visit www.greenlivingproject.com.

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