

Take Up The Challenge, Become a Zero Hero!

Vancouverite and producer Alison Richards challenge to live a waste-free life for 30 days in April has far surpassed its halfway mark. Richards conceived of 30 Zero Zero to raise awareness of how humans impact their environment and to promote Vancouver's Greenest City 2020 campaign. Richards, who already considers herself quite environmentally aware says "I'm surprised by how much more I've learned".

Now on day 21, Richards says "There's no going back!" The www.30zerozero.com website is chalk full of useful information on sustainable living. The website features a live web segment called "Live at 5" which recaps interviews with leading proponents of sustainable living and exploration on ways we can each make a difference.

Expatriate writer Brent Fialka, a Canadian living in Tokyo shares insights on sustainable living halfway around the world as well as the Japanese community coming together to recover from the devastating earthquake.

Each day, the viewer can follow as Richards explores a new topic: from fashion to growing your own food, transportation to pet waste. Web links to interesting articles are provided for further exploration. Viewers can even make pledges or challenges at the website.

At the end of it all, Richards will produce a documentary film to be screened during the upcoming Projecting Change Film Festival held in Vancouver May 26-29, 2011 (<http://projectingchange.ca/coming-soon/>)

"This initiative focuses on empowering people with knowledge so that each of us can be the change we want to see in the world. The true power of democracy, as demonstrated by recent events in the Middle East, lay in each one of us feeling that we can truly make a difference. **30 Zero Zero** presents simple solutions in an easy-to-follow format. By each of us making these simple changes to our lifestyle, collectively we can make a huge difference in the world" says Richards.

Richards and **30 Zero Zero** will be hosting a special celebration for Earth Day, an Eco Friendly Family Adventure in the Park, called CODE GREEN. For more information, tune in to www.30zerozero.com or <http://qrmeetup.com/codegreen.htm>

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Richards is appealing to the public; film industry creative's, sponsors and just about anyone else who thinks they can help to realize the vision of a zero waste, zero impact world.

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