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TORONTO'S FILM INDUSTRY GOES GREEN
Green Screen Toronto premieres new website and logo to mark first anniversary

Toronto, July 14, 2008 - Green Screen Toronto is launching the premiere of a new website and logo in addition to celebrating its first anniversary on July 24th, 4:00 p.m. – 6:00 p.m. at ACTRA, 625 Church St., Toronto.

The **Green Screen Toronto** initiative has been created with the support of an award of \$235,000 over two years from the Ontario Media Development Corporation's Entertainment and Creative Cluster Partnership Fund as well as over \$100,000 from founding industry partners. The project's goal is to identify and implement environmentally sustainable standards across all aspects of Toronto film production from documentaries to independent and feature film. An alliance of Toronto's key industry organizations, unions, businesses, professionals, studios as well as government agencies, **Green Screen Toronto's** future vision is to offer a "green" certification program to all film productions in order to raise green filming standards for production in Toronto as well as across the entire province.

"Producing films in an environmentally responsible manner is challenging", said THE INCREDIBLE HULK producer Gale Anne Hurd of Valhalla Motion Pictures, whose extensive credits also include The Terminator franchise and Armageddon. "The key to success is having crews and facilities primed to meet green initiatives now and in the future. From my recent experience filming THE INCREDIBLE HULK in Ontario, **Green Screen Toronto** is setting the pace and the rest of the world is following."

Green Screen Toronto has hired environmental consultants EnviroTrack to create a green resource database and Melissa Felder & Associates for best practice guidelines, and is developing workshops and surveys to lay the groundwork for certification of "green" films in the future. The guides will be released in the fall and the new website will be a portal to this valuable information.

An extensive network of volunteers and environmentalists have mobilized to create and implement environmentally sustainable practices for Toronto's leading edge film industry. From the grassroots level, Green Screen Toronto has grown at an astounding pace.

Green Screen Toronto's founding partners include: IATSE 873, Toronto Film Studios/FILMPORT, Planet in Focus: International Environmental Film and Video Festival, City of Toronto Film & Television Office, Deluxe, FilmOntario, Panavision, DGC Ontario, Comweb / William F. White International, CFTPA, ACTRA Toronto, P.S. Production Services, NABET 700. The initiative is open to additional contributing partners and to date, Cinespace, EP Canada and Stargazing are about to come on board.

Sponsorship of the launch event is courtesy of Stargazing Catering and Clossen Chase Vineyards, web server and technical support is being generously provided by Dynamix Solutions, and the logo and website is designed by Costa Leclerc Design.

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