

## **SCORE: A HOCKEY MUSICAL teams up with Green Screen Toronto to carry out a green production!**

FOR IMMEDIATE RELEASE - Toronto, ON – February 11, 2010 — Green Screen Toronto and Avi Federgreen, the producer of *Score: A Hockey Musical*, have teamed up to create a green plan that can serve as a blueprint not only for this film, but for future productions shooting in Toronto. Federgreen says, “Often, despite the best intentions of cast and crew, simple practices such as recycling or choosing more energy-efficient equipment are forgotten in the flurry of production. We hope to change that.” The film – whose cast includes Olivia Newton-John, as well as Canadian music artists Nelly Furtado, Marc Jordan, Hawksley Workman and Dave Bidini, and newcomers Noah Reid and Allie MacDonald – is shooting in Toronto until March 8.

In 2008, as supervising producer for TV’s *Rabbit Fall*, Federgreen himself implemented green practices for that production. Since then, he has collaborated with Green Screen Toronto (an industry based organization committed to establishing Toronto as a centre of excellence for green production) to ensure that *Score: A Hockey Musical* takes green principles to the next level.

Guidelines have been given to all departments, ensuring that the entire production team is more environmentally conscious. Some examples include a minimum-idling policy for vehicles, a reduction of paper use, the use of reusable water containers, the rental of economy cars, the tracking of fuel consumption, even the use of separate containers for garbage, recyclable and biodegradable waste. A RED camera (a new technology in digital filmmaking) is also being used for the shoot, eliminating the need for traditional film, which isn’t biodegradable.

Production will work with Green Screen Toronto to create a final progress report and, in so doing, contribute to making green productions an industry standard.

The film – which combines our national sport with musical numbers – will be released by Mongrel Media in Canada on October 22. It tells the story of a teenage hockey phenom (Reid) who, much to the dismay of his intellectual parents (Newton-John and Jordan) goes from obscurity to overnight fame. Toronto director Michael McGowan (*One Week, Saint Ralph*) also wrote the script and song lyrics. The film is a Mulmur Feed Co. Production, produced by McGowan and Avi Federgreen, and executive produced by Richard Hanet (*One Week*) and Jody Colero, with the participation of Telefilm Canada, Astral Media The Harold Greenberg Fund and The Ontario Media Development Corporation, in association with the Canadian Film or Video Production Tax Credit and the Ontario Film and Television Tax Credit.

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