



GREEN LIVING SHOW, TORONTO 2010



EMA AWARDS, LOS ANGELES 2010



The 2011 Green Living Show presents the Inaugural Canadian Environmental Media Awards

The Environmental Media Association, in partnership with The Green Living Show, are pleased to announce the inaugural Canadian Environmental Media Awards, which will honour film and television productions that increase public awareness of environmental issues and inspire personal action.

THE EMA AWARDS HAVE BEEN PRESENTED IN LOS ANGELES FOR 20 YEARS.

In 2010, Green Living and EMA began their partnership by presenting an International Entertainment Award to Colin Firth, with wife Livia Firth and business partner Nicola Giuggioli, for founding Britain's first ecological destination store Eco Age. This year the Canadian EMA Awards will be expanded to include awards for:

- Feature film
- One-off documentary
- Non-fiction television series
- Award of Excellence

The EMA Canada Awards will become an annual event, and a highlight of the Green Living Show.



In addition to the Award, winners will receive a certificate from Planet in Focus for Green Screen consultation services,

which are designed to reduce the environmental footprint of film and television productions. The Planet in Focus Green Screen Program is an award-winning, not-for-profit environmental stewardship program for the film and television industry. For more information visit www.planetinfocus.org/greenscreen.

DATE: April 16, 2011

LOCATION: Direct Energy Centre, Exhibition Place, Toronto

AWARD IT AND THEY WILL COME

- Producers, directors, actors, writers, musicians and celebrities who share a passion for the environment
- Media who are interested in celebrity coverage and environmental content during Earth Month
- Green Living Show attendees and Environmental NGO partners

The EMA Awards Gala in Los Angeles

Since 1991, the American EMA Awards has been the premiere awards program solely devoted to the entertainment industry's environmental efforts. A pioneer in linking the power of celebrity to environmental awareness, it was EMA who invented the "green carpet", introducing the concept of taking a hybrid or alternative fuel vehicle - not a limo - to celebrity events.

Over the past years, the EMA Awards in Los Angeles have included such luminaries as Al Gore, Dave Matthews, Rob Reiner, Mikhail Gorbachev, Pierce Brosnan, Robert Redford, Edward Norton, Sir Richard Branson, Jeff Skoll and Ted Turner.

FAST FACTS

- The Environmental Media Awards make an impact and inspire environmental action
- The EMA Awards in Los Angeles achieved over 306,169,887 event impressions
- Last year's Green Living Show achieved over 260,000,000 PR and media impressions
- Major media include: Citytv, CTV, CBC, Global, etalk, ET Canada
- Over 25,000 conscientious consumers attend the Green Living Show



Canadian Environmental Media Awards Call For Entries.

The Environmental Media Association and Green Living are pleased to announce the call for entries for the 2011 Inaugural Canadian Environmental Media Awards.

Have you worked on a Canadian, English language, television or film production with an environmental message? The Environmental Media Awards (which are now in their 20th year in the United States) are coming to Canada this spring. Nominations are open; please submit your work for consideration now.

WHAT ARE THE CATEGORIES FOR THE 2011 ENVIRONMENTAL MEDIA AWARDS?

1. English language Canadian dramatic feature films (minimum running time, 75 minutes). Films must have screened at a major Canadian film festival or had a theatrical release in Canada *in 2010*.
2. English language Canadian one-off documentaries (minimum running time 45 minutes). Films must have screened at a major Canadian film festival, or had a theatrical release in Canada, or aired on a Canadian network or pay service *in 2010*.
3. English language Canadian non-fiction television series. The series must have aired (a minimum of six episodes) on a Canadian network or pay service *in 2010*. News programmes, talk shows and sports programmes are not eligible.

Green Living and EMA reserve the right to review all entries for eligibility, including certification as a Canadian production. In future years additional categories will be added to the EMA Canada Awards presentations.

WHAT MAKES A WORK ENVIRONMENTAL AND HOW WILL ENTRIES BE JUDGED?

Winners will be selected by a jury in Toronto. The jury will be comprised of representatives from the Canadian film and television industry, Green Living and EMA. The jury will evaluate a short list of titles for each category. The short list will be prepared by Green Living and EMA. The jury will communicate with the runners up and with the winners in all categories before the April 16th Awards Show.

As long as the work clearly delivers an environmental message in some way, EMA and Green Living considers it “environmental” and encourage you to submit it for consideration.

Green Living Enterprises is a green marketing, communications and events company that for the past 12 years has focused exclusively on building out environmental marketing programs for clients. Everything from employee and stakeholder engagement, custom publishing, product and program development with communication strategies to effectively communicate green messaging to consumers. We also produce the Green Living Show which has become the largest consumer event of its kind dedicated to changing consumer behaviour and showcasing the best products and services available for leading a sustainable lifestyle.

Canadian Premiere Environmental Media Awards Application for Entry

Deadline: postmarked Friday, March 18, 2011

For information: Christopher Seguin tel: 416-360-0044 x 392
email: cseguin@green-living.ca

Who Can Enter: Producers, executive producers, directors and broadcasters are welcome to submit their projects for consideration.

How To Enter:

1. Fill out attached Entry Form pdf and email to: cseguin@green-living.ca
2. Mail in your entry package by Friday March 18 that includes the following:

- A hard copy of the completed application form
- A list of the key, on screen, production credits for the production
- A short synopsis of the submission (one or two paragraphs)
- A brief description of the environmental issues raised in the production (a few lines)
- *Two (2) non-returnable DVDs for viewing

*If you are entering a non-fiction TV series, please select one or (maximum) two episodes to represent the series. The Award is for the overall series.

Please mail to: Canadian Environmental Media Awards
c/o Green Living Enterprises
66 The Esplanade, Toronto, ON M5E 1A6

EMA Canada is not responsible for creative team omissions made by entrants. EMA Canada reserves the right to show portions of submitted entries at Awards presentations.