

Media Release



For Immediate Release

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**Trailer Trashed Film Contest Winners Announced –
*murder, zombies and a post apocalyptic future predicted
for disposable coffee cup users***

April 6, 2010 – Vancouver, B.C. – Predictions of marauding zombies, post apocalyptic landscapes where all the trees have been consumed, and a murder mystery most foul are amongst the winning plot lines in the inaugural [Trailer Trashed – Reel Environmentalism](#) short film contest.

The contest, launched last November by the Recycling Council of B.C., and designed to elicit entries formatted like movie trailers about reducing disposable coffee cup use, attracted entries from as far away as Thailand.

The first place winner, [This Mug for Hire](#), by Vancouver's Robinder Uppal, garners \$2500 and a SONY HD video camera, among other swag. Second place goes to [The Re-User](#) by Jordan Norn of Crescent Valley, B.C. and third place was won by Zia Marashi of North Vancouver, for his zombie homage entitled, [Night of the Living Coffee Cups](#).

Two honourable mention entries were recognized with prizes: the lighthearted [Ta7ks re Cups](#) by Neskie Manuel of the Neskonlith Indian Band near Chase, B.C., one of the 17 bands of the Secwepemc Nation, and a claymation extravaganza, [Dead Cup](#), by Dissapong Wongarang of Bangkok, Thailand.

“We were surprised and really pleased by the number and quality of entries we received, “ says the Recycling Council’s Executive Director, Brock Macdonald. “The purpose of the contest was to get young people engaged on the environmental theme and have them create some engaging content that we could then use as behaviour change messaging via social media. And it worked! Now we’re working on next year’s theme, which will be announced late this summer.”

The contest was generously sponsored by Belcorp Environmental Services, London Drugs’ Green Deal program, Warner Brothers Studios environmental programs, Tim Hortons, Innate Gear , Gorgeous and Green eco boutique, and The Vancouver Sun. For contest rules and prize details visit www.trailertrashed.org.

[The Recycling Council of British Columbia](#) is a multi-sectoral, non-profit organization promoting the principles of zero waste through information services, research and the exchange of ideas.

Founded in 1974, RCBC is Canada’s longest-serving recycling council and has earned the reputation of being one of the most widely respected environmental organizations in the province today. RCBC has played a major role in the establishment of the many ground-breaking product stewardship programs in the province, which are emulated around the world.

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Background information provided by Trailer Trashed contest winners:

First Place

This Mug for Hire

Created By Robinder Uppal

Vancouver, B.C.

“I have been living in Vancouver for the last four years and came here to finish my BA in Interdisciplinary Studies at UBC, which I did last April. I also completed Langara College's Screenwriting certificate program in 2007. I have made a few short films before, including documentaries and a few dramas. My friends James and Jorge did the bulk of the acting in the trailer (I had a bit part as the guy who gets shot), and my friends Derek and Sam helped with music and titles respectively. I heard about the contest when I was scouring the web for a place to recycle my broken stainless steel wok, and stumbled upon the link on the RCBC website. I've been a fanatical recycler for many years, and making a video advocating for reusable mugs made perfect sense. At first I wanted to make a trailer that paid homage to "The Creature from the Black Lagoon", but at the last minute, I reconsidered because I felt that James (the detective character in the trailer) would be better suited to a film noir. I'm a huge fan of films like "Sunset Boulevard" and "The Third Man", so making something that played with some of the genre

conventions was fun. I also got some of my ideas about how the trailer should look from the original trailer for "This Gun For Hire", and I asked Sam and Derek to try to capture the look and feel of the titles and music in that original trailer, which I think they did quite well. "

Second Place

The Re-User

Created By Jordan Norn

Crescent Valley, B.C.

"My trailer was actually a collaboration between me and my friend Shawn Mysko. I had the idea for a time travel film, and he wanted to make a post-apocalyptic thriller, and we realized that putting the ideas together really just 'clicked'. We both live in the community of Crescent Valley, just outside of the city of Nelson, in the West Kootenays. Shawn has attended a few years of post secondary school in the area. I have not, and instead spent some time living in the Vancouver area and volunteering on low budget films. Currently, we are in the process of writing a feature length script, which we hope to be able to produce ourselves. Shawn and I found this competition was an excellent learning experience, and being awarded a prize is really an honour."

Third Place

Night of the Living Coffee Cups

Created by Zia Marashi

North Vancouver, B.C.

"I am a recent graduate from Capilano University after three years in their Motion Picture Production Program. I graduated in April 2009 and I've lived in Lynn Valley for the last three years. Making this project was no easy feat, I needed equipment, crew and a cast which I had none of. Luckily I have great friends and they all agreed to help whether it was with acting, holding coffee cups on strings or giving me a camera! Even though everything was in place the Olympics came and our men's hockey team were doing so well it made scheduling very difficult. But in the end my friends and I bit the bullet and filmed our movie in 6 hours and 2 days of editing later (and one gold medal hockey game missed.... *tear) I submitted it to the trailer trashed website hoping for the best.

My mom told me about the contest and I had a bunch of ideas I wanted to film. I decided to go with the "night of the living dead" because with my busy schedule I liked the idea of spoofing a trailer I could use as a reference. Also like any young male, I LOVE ZOMBIES! I wish I had time to make more trailers, like another idea I had about an evil scientist who creates a suit made of coffee cups and because coffee cups are non biodegradable the suit makes him "indestructible" and he tries to take over the world."

Honourable Mentions

Ta7ks Re Cups

Created By Neskie Manuel

Chase, B.C.

"I am a Band Councillor for the Neskonlith Indian Band. It is one of the 17 bands of the Secwepemc Nation. Our community is home to many political and environmental activists. The video was shot on location in our community and at our family gas station located on the Trans-Canada Highway. It was filmed over a weekend and edited by my best friend Illona. I recruited actors the day of filming. My uncle who makes an appearance in the film hasn't been drinking out of disposable cups, and always brings his own mug wherever he goes. Although we own a gas station and have seen many disposable cups in the trash, we try to be responsible, by adding recycling boxes for bottles and recycle all the cardboard. The idea for the film was inspired by a true story, that happens daily at our gas station. We have been encouraging people to use their own cups by offering a discount when people bring their own mugs. In our community many people already use their own cups. What this contest has inspired us to do is to make this movie trailer a reality, by swearing off disposable cups for the gas station. It's a 'big step', but someone has to take it."

Dead Cup

Created By Dissapong Wongaran

Bangkok, Thailand

Dissapong Wongaran is creative lead at the studio *dogfilm in thailand*. He's 26 years old. Miss Chakknata Pengudom performed the animation and is studying in university. She is 23 years old.

(Unfortunately, neither of these entrants speaks English and I don't speak Thai, so our information about them is limited – M. Welman)