

RCBC



**RECYCLING
COUNCIL OF
BRITISH
COLUMBIA**

Media Release

For Immediate Release

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Trailer Trashed Short Film Competition is Reel Environmentalism!

September 12, 2011 – Vancouver, B.C.

The September 30th deadline for Trailer Trashed is fast approaching. Trailer Trashed is the environmental short film competition . . . with a Twist! All entries must be in the form of a movie trailer and convey this year's chosen waste reduction theme – **THE UNRECYCLED!**

The Unrecycled refers to the more than 280 million beverage containers that went missing in 2010, tossed in the garbage and left to litter the environment.

You can use animation, live action, claymation, Lego, toy soldiers or sock puppets, in any genre you like such as drama, horror, comedy, sci-fi, action, romance, musical, parody, satire or wherever your creative energies take you.

The contest is open to all. The trailers will be judged by a panel of RCBC staff, sponsor representatives and film industry experts. First prize is \$2000 and HD video camera, second place is \$1000 and third place is \$500 plus all the fame and glory you can handle. Yes, fame and glory because these trailers will be used in a viral internet campaign to put an end to . . . **THE UNRECYCLED!**

For contest rules, details and a look at past winners and other entries visit <http://rcbc.bc.ca/trailer-trashed>.

Trailer Trashed is generously sponsored by Encorp Pacific, Belcorp Environmental Services Inc., London Drugs, the B.C. Film Commission and Warner Bros.

Founded in 1974, RCBC is a multi-sectoral, non-profit charitable organization promoting the principles of zero waste through information services, research and the exchange of ideas.

For more information about RCBC visit www.rcbc.bc.ca