



Media Alert

For Immediate Release

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RCBC Trailer Trashed Film Event for Media

National Waste Reduction Week in Canada is happening October 17th to 23rd this year. The Recycling Council of BC is hosting the Trailer Trashed Film Festival as our signature event for the week.

More details at <http://www.rcbc.bc.ca/events/waste-reduction-week>

1. You are invited to attend the Trailer Trashed Film Festival, held on Zero Waste Wednesday in the middle of Waste Reduction Week. This is an invite only event to showcase the films that have been sent in for the Trailer Trashed Environmental Film Competition and to announce the winners. There will be reserved seating for the media, a red carpet, and plenty of meet and greet opportunities before and after. To reserve your time with a specific film crew, please send a message to wrw@rcbc.bc.ca or harv@rcbc.bc.ca or call 604 683-6009 Ext. 313
Date: October 19th, 2011
Time: 7 pm to 9 pm
Place: Vancity Theatre at 1181 Seymour Street
Videos can be found at: <http://www.youtube.com/user/RCBCTrailerTrashed?ob=5>
2. Please help us let people know about the “People’s Choice Award” – what film is the fan favourite? The 11 videos for the 2011 Trailer Trashed Competition are hard to choose from. We are interested in knowing what viewers felt was not only a well presented video, but also that it got the message of this year’s Waste Reduction Theme “UnRecycled” across to the North American audience. Voting closes on October 18th, 2011 and the winner will be announced at the Film Festival.

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

See <http://www.trailertrashed.org> for more information on the film competition!