



Media Release

For Immediate Release

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Trailer Trashed Film Festival a Hit

Vancouver, Oct 20th 2011 - Over a 100 people were at the Vacity Theatre Wednesday, October 19th, 2011, for the second annual Trailer Trashed Film Festival, organized by the Recycling Council of British Columbia (RCBC). The theme of the 2011 Environmental Short Film Competition was "The Unrecycled", referring to the more than 280 million beverage containers that didn't make it back for recycling in BC. There were 10 entries sent in by filmmakers from around British Columbia and last night they were shown in reverse order, with the winning entry being shown at the very end.

The mission of RCBC was to engage people to recycle through awareness-raising video tools, especially 18-34-year old males who, studies show, are the least likely to recycle. Even before the winners were announced, the winning entry had already gone viral after it was featured on Wired Magazine's web site. It has already had at least 30,000 views on Youtube. Mission accomplished! RCBC is very grateful to the sponsors, including Encorp Pacific, Belkorp Environmental Services, London Drugs, the BC Film Commission and AhornTV for making the Film Festival possible.

"The biggest thanks of all, though, goes to this year's group of young filmmakers whose creativity, time and talent have given us a set of powerful tools to work towards RCBC's mission;" Brock MacDonald, Executive Director of RCBC said. *"to promote the principles of zero waste."*

The winning entry was "Lord of Recycling" by Kial Natale, second prize went to "The Return It Redemption" by Frank & Jen, third prize went to "Not a Moment Wasted" by Zia Marashi and honorable mention went to Canfish by Karl Kimmel. People's Choice Awards went to the third place winner "Not a Moment Wasted". All videos, including the 6 who weren't mentioned, can be seen at: <http://www.youtube.com/user/RCBCTrailerTrashed>. Anyone interested in participating in the 2012 contest should visit the www.rcbc.bc.ca website periodically to find out the new theme and other details. This is a great opportunity to win prizes, save the environment and get experience as a filmmaker.

The Recycling Council of British Columbia is a multi-sectoral, non-profit, membership driven organization that promotes the principles of zero waste through information services, the exchange of ideas and research. RCBC is also using Placespeak, found at: www.placespeak.com/topic.php?id=321 to work with stakeholders of the Extended Producer Responsibility (EPR) for the printed paper & packaging amendment signed in July 2011 allowing for community consultation on behalf of the BC's Ministry of Environment

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