

Media Release



For Immediate Release

Contact:
Mairi Welman
Director of Communications
Phone: 604-683-6009 ext. 305
E-mail:mairi@rcbc.bc.ca

RCBC Announces Launch of *Trailer Trashed – Reel Environmentalism!*

November 19, 2009 – Vancouver, B.C. – Have you ever seen a movie trailer and thought, wow, that was so cool! Or, wow, that was completely lame? Well, here's your chance to put on your director/ cinematographer/sound engineer/actor hats all at once and produce the most mind blowing trailer of all time!

Trailer Trashed is an environmental short film competition that harnesses your creativity to convince the world to stop making garbage. But this is a film competition with a twist. All the entries must be in the form of a movie trailer and they all have to convey this year's waste reduction theme, which is:

Say NO to disposable coffee cups!

Each year in North America we throw away billions of paper coffee cups,
wasting trees and creating unnecessary garbage.

Create a trailer that helps people make the choice to refuse to use disposable coffee cups.

You can use animation, live action, lego, toy soldiers, sock puppets, your family's dog, your little brother or whomever else you can convince, and the trailer can take the style of any movie genre such as horror, comedy, sci-fi, historical, action flick, love story, buddy movie, chick flick....well, you get the idea.

Anyone can enter, young or old, amateur or professional, as long as your entry is engaging, entertaining and enlightening. And you can enter as many times as you like. The trailers will be judged by a panel of RCBC staff, sponsor representatives and film industry experts. First prize is \$2500 cash and all the fame and glory you can handle.

For contest rules and all the details visit www.trailertrashed.org. Trailer Trashed is generously sponsored by Belkorp Environmental Services Inc.

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