



## PRESS RELEASE

### **Astral's Harold Greenberg Fund and Planet in Focus Announce the Planet in Focus GREEN SCREEN AWARD Recipients**

**Toronto, October 17, 2011-** Astral's Harold Greenberg Fund's English-Language Program (Fund) and Planet in Focus today jointly announced that *SCORE: A Hockey Musical* (*SCORE*) was selected as the recipient of the inaugural Planet in Focus Green Screen Award. The Award was announced during the 12<sup>th</sup> Annual Planet in Focus Environmental Film Festival.

This innovative award is the first of its kind in Canada, designed to highlight how film and television industry professionals are putting environmental awareness into action through greener production practices.

*Score: A Hockey Musical*, supported by Astral's Harold Greenberg Fund's Equity Investment Program, is the first feature in Canada to have estimated its environmental impact and savings with the Green Screen program, and was the first feature in Canada to do so via a non-profit third party. The tally: an estimated trimming of 20 tonnes of CO<sub>2</sub>.

Green Screen Toronto worked with *SCORE* Producer Avi Federgreen to design, plan and execute a detailed green plan. Throughout the production period, *SCORE* cast and crew tracked their use of fuel, electricity, paper consumption and related items. It was also shot using a Red One digital camera, eliminating the use of film stock. Simple, cost-effective practices, such as switching to reusable water bottles, led to reduced carbon emissions, reduced material sent to landfill and increased awareness of green practices amongst cast and crew.

For his inspiring green production practices story, Avi Federgreen will receive a \$5,000 cash award and a certificate towards services of Planet in Focus' Green Screen Program on his next film or television production.

Planet in Focus and the Fund would also like to recognize the extraordinary efforts of David Chernushenko, who produced *Powerful: Energy for Everyone*. David's film poses a question to individuals and communities. Can we go from a world powered by fossil fuels and nuclear energy, to one powered by renewable energy, and what would happen to us if we tried? David has been working as a sustainability educator and consultant- and practicing what he preaches- for over two decades.



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“What really amazed me was discovering that many of the filmmakers had made sustainability a way of life,” said John Galway, President of Astral’s Harold Greenberg Fund’s English-Language Program. “We’re excited to share these stories with all of our production partners to help grow the green movement within the film and television industry.”

“The Green Screen Award is a tribute to filmmakers and production personnel who are creating healthier and more sustainable workplaces and communities,” said Executive Director of Planet in Focus, Sarah Margolius. “We are very pleased to have Astral’s Harold Greenberg Fund as the inaugural sponsor on this pioneering award which recognizes productions who have put environmental awareness into action through greener production practices.”

Planet in Focus Green Screen Program is setting the pace for better environmental stewardship internationally. The program is supported by Astral’s Harold Greenberg Fund, City of Toronto, the Toronto Film Office, Live Green Toronto, Cinespace, Canadian Media Production Association (CMPA) among other industry organizations, businesses, unions, guilds and volunteers. Find out more or get involved by contacting Planet in Focus at 416-531-1769 or visiting [www.PlanetInFocus.org/Green-Screen](http://www.PlanetInFocus.org/Green-Screen)

Astral’s Harold Greenberg Fund is a member of the **Astral** family. Founded in 1961, Astral is one of Canada’s largest media companies. It operates several of the country’s most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit [astral.com](http://astral.com).

Planet in Focus is Canada's leading not-for-profit environmental media arts organization, producing year-round programming across Canada and around the world and fostering a new generation of environmental filmmakers.

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