

May 29, 2012

30-day reality TV Compost Video Challenge comes to Campbell River

Your family could be film stars – if you win one of five spots available in the 30-day Compost Video Challenge.

Five Campbell River families will be selected to compete in a professional video project as they reduce their garbage, produce the healthiest compost, and capture funny and creative moments of their compost journey on video.

Each participating family will receive their choice of an iPad or video camera, composter or Green Cone digester, hands-on compost training, professional videographer training, and participation in a professionally-produced film featured on Shaw TV, YouTube, in Campbell River schools, and at 2013 film festivals, including the Earth Week Film Festival!

A taste of videos to come has been posted on the City of Campbell River's YouTube channel. To check it out, click on the link from the City's website (www.campbellriver.ca).

The challenge will take place over a 30-day period between July 1 and August 15, 2012. Families and households of all ages, sizes and backgrounds are invited to participate.

"From first-time composting attempts to the couple or family that has struggled with composting, we're looking for a diverse range of families participating with interesting challenges to overcome," says Amber Zirnhelt, sustainability manager for the City of Campbell River.

"The compost video challenge is a great opportunity for participants to share their start-up experience of a backyard composting program," said Elaine Jansen, CSWM compost educator. *"The value of the challenge is that participants will get access to hands-on training to make them more successful over the long-term."*

To enter the contest, each family will have one minute to "pitch" their story in a video interview. The videos will then be shown to a panel of judges who'll select the top five. Judges will be looking for humor, wit and creativity to give them the dirt on composting fears and mishaps. The program goal is to get the more people composting and diverting waste from the landfill, and to overcome composting challenges.

Interested in composting? Don't know how? Worried about lack of time, space, smell, rodents, or what to do with the finished compost? Your family might make the cut!

The contest is sponsored by a grant from the Comox Strathcona Waste Management.

At the end of the 30 day challenge, the winning family will receive \$500 in groceries at a store of their choice.

To register to participate contact amanda.taylor@campbellriver.ca or 250-286-5721 by June 8 to arrange your family's fun video interview.

For more information visit: www.campbellriver.ca/residents/greencity

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Contact: Amanda Taylor, City of Campbell River

250-286-5721