

March 29, 2012

Award-winning film *The Clean Bin Project* at Tidemark for Earth Week

Humorous, refreshing, and inspiring are just a few words that describe *The Clean Bin Project*, an award-winning film that will be featured at the Tidemark Theatre on Thursday, Apr. 19.

As part of the annual Earth Week Film Festival, the City of Campbell River and School District 72 are planning an action-packed evening, which includes student films, community booths, and an opportunity to meet Jen and Grant, the young couple starring in *The Clean Bin Project*.

The Clean Bin Project is about a regular couple and their quest to answer the question "is it possible to live completely waste free?" Jen and Grant go head to head in a competition to see who can swear off consumerism and produce the least amount of garbage in an entire year. Their light-hearted rivalry is set against a darker examination of the sobering problem of waste in North America.

Even as they garner interest in their project and find themselves becoming unintentional zero-waste spokespeople, Jen and Grant struggle to find meaning in their seemingly minuscule impact on our "throw-away" society. Featuring interviews with renowned artist, Chris Jordan and marine pollution expert, Captain Charles Moore, *The Clean Bin Project* presents the serious topic of waste reduction with optimism, humour and motivation for individual action.

"We don't need to be overwhelmed by environmental issues. It's easier just to pick one thing to change. Also, waste reduction can be fun, and environmental documentaries can be funny even though they're about serious issues. We wanted to make a film that made people feel empowered and inspired to take action," says Jen Rustemeyer, of *The Clean Bin Project*.

"The single biggest thing people can do is to compost all of their food waste. Compostable waste makes up 30 to 50 per cent of our waste, so right there you are nearly cutting your garbage in half. Secondly, you can give up single-use disposable items like coffee cups, plastic cutlery, and take-out containers. Just bring your own cutlery; we call it packing for the urban wilderness," Rustemeyer adds.

Doors open for the Earth Week Film Festival at 6:30 p.m. and show time is 7 p.m. Admission is by donation, with proceeds going to support student environmental projects. Tickets are available on a first come basis at the Tidemark Theatre.

Mark your calendars for Apr. 19, and we will see you there!

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