



Capturing Sustainability. One Project at a Time.

Media Production & Marketing Company

Summary

1. Leadership – #1 media production & marketing company showcasing cutting-edge global sustainability-related projects
2. Media production – Produce custom multi-media (HD video, photo, writing); GLP serves as ‘guest-blogger’ for various websites
3. Marketing & distribution – Promote sustainability-related Projects via 100+ events across N. America (travel shows, festivals, retail)
4. Content licensing – Produced and marketed 40+ Projects across 11 countries (Africa, S. America, US); 70+ projects by end of 2010

Overview

Green Living Project™ (GLP) is the #1 media production and marketing company that documents and promotes global sustainability initiatives. Having documented 40+ Projects across 11 countries in Africa, S. America, and USA, GLP works with leading organizations to showcase unique sustainability-related Projects around the world. Partners use the produced multi-media content (HD video, photography), while GLP markets and promotes the projects to targeted travel enthusiasts via over 100 events across N. America.

Key Benefits

Leadership -- #1 media production & marketing co. (sustainability)	Targeted reach -- Active consumers (green, travel, lifestyle)
Experience -- 40+ Projects across 11 countries; 70+ by end of 2010	Content licensing -- Current TV, Nat Geo, T+L, Hearst, etc
Custom media -- Custom multi-media content (HD video, photo)	Strategic partners -- Nat Geo Adv, Timberland, REI, Keen
Marketing & promotion -- 100+ events/year across North America	Social media -- Promote Projects via Facebook, Twitter, etc
Top-tier venues -- Festivals, trade shows, travel stores, schools	Distribution (cable TV) -- New GLP Show coming in 2010-11

1. Media Production

- Full-service custom media production (write, direct, produce, edit); HD video, award-winning photography, writing
- Over 50 Project videos have been produced & marketed across North America; covers 40+ Projects across 11 countries
- HD video (4-6 minutes, and shorts 1-2 min) for online licensing opportunities (e.g. Current TV, Nat Geo, T+L, Hearst)

2. Marketing & Promotion

- Event Marketing: Projects promoted via 100+ events across North America (top tier festivals, trade shows, stores)
- Promotional partners: Nat Geo Adventure (650K circulation), Timberland, Keen, ATE Travel Shows, R.E.I., L.L.Bean, etc.
- License Project videos to online partners (Current TV, NGA, T+L, Hearst); Promote Projects via Facebook, Twitter, YouTube

Production Schedule

February 2010	Central America	Costa Rica, Panama, and Nicaragua	8-10 Projects
April 2010	U.S. (West)	Oregon, Colorado, Utah, or Nevada	8-10 Projects
August 2010	South America	Brazil, Columbia, Chile, Guyana, etc.	8-10 Projects
October 2010	U.S. (East)	Vermont, Virginia, Pennsylvania, or North Carolina	8-10 Projects
2011 & Beyond	Asia (India, China, Cambodia, Vietnam, Indonesia); Africa (Kenya, Ethiopia, Ghana, South Africa, etc)		

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