

FOR IMMEDIATE RELEASE

Environmental economist and television producer Pamela Peeters launches the international film festival "Sustainable Planet"™

Belgian born Pamela Peeters produces and hosts since more than three years the feel good TV show "our planet". She became a partner of the US partnership for the UNESCO decade on sustainable education in March of this year. She frees up the Sunday afternoon timeslot of her TV show to new film talent and connects it with a film festival.

FILM FESTIVAL

"Sustainable planet™" is the film festival that promotes sustainable development (). It is the platform where moviemakers meet with for and non-profit organizations in order to watch movies and discuss sustainable solutions for a selected theme in an entertaining way.*

The film festival is both a real life event (physical location) as well as a virtual one (web site) and has therefore an ongoing character. We seek to obtain both short and feature length movies.

() sustainable development means that as a global society we strive to maintain a delicate balance between the human need to improve lifestyles and feeling of well-being on one hand, and preserving natural resources and ecosystems, on which we and future generations depend.*

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BACKGROUND INFORMATION

WHO : Pamela Peeters

Pamela Peeters, an environmental economist specialized in sustainable development, produced nearly 180 tv shows, various short films and several radio segments. She is engaged in the World Water Rescue Foundation as their VP Sustainable Development and the UNESCO decade on Sustainable Education as a member of the US strategic marketing team.

Pamela Peeters is now launching a sustainable film festival, with exposure of the selected films on her TV show “our planet”.

TV

Pamela Peeters has an ongoing TV show "our planet", which portrays innovators in the field of sustainable living. Collaborators from the past range from David Carradine (VP PR of the World Water Rescue Foundation) to Anita Roddick (CEO of Body shop). The show has been airing since three years on MNN. (More news and clips on www.pamelapeeters.com)

WHAT : Call for films

This is an international call for films and short films. The topics of the films have to portray a future society that is evolved in community relationship building and environmental care in comparison to our present society. Other “food for thought” topics are accepted as long as there is a positive environmental message or an inspiring community focus. Date of closing is September 11. For rules and guidelines go to www.pamelapeeters.com.

ACCEPTED FORMATS

The screenings are done by a team of professionals that represents the film and the sustainable education community. At present, we only accept DVD's for selection screenings. Once selected, other formats will be requested. The max. length of the submission for short films is 20 min.

EXPOSURE

Your work, if retained, might be shown on the “our planet” lifestyle tv show. The timeslot for this is Sunday afternoon at 1.00 pm on Time Warner Cable Channel 57 and RCN Channel 109. A compilation DVD will be made. We need your permission to either use your short film or the trailer to your feature movie / documentary.

EVENT

An event (film festival) will be organized during the first week of October where the selected films are screened and discussed. A sustainability award will be given to the most inspiring contribution. Pamela Peeters is looking for partners from the non and for profit community.

ONGOING EFFORT / LASTING EFFECT

Every year, one theme, related to the economic, the environmental or the social pillar of the sustainable development policy is selected. This year, the theme will be “water”. It will be the central topic to the workshops that are given parallel to the film screenings. The workshops have as a goal to entertain and educate the participants and also to identify a problem or pressure point and provide it with a sustainable solution.