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**SINGAPORE**

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**Eco movies taking foot in film industry**

**Singapore, 9 April 2010** – With a rising global awareness of environmental conservation, many film distributors and producers are seeing new opportunities in the green arena. This is evidenced by a number of high quality productions with environmental themes targeted at theatrical audiences.

Beginning with former US Vice President, Al Gore's, *Inconvenient Truth*, *The 11<sup>th</sup> Hour*, starring Leonardo DiCaprio, *HOME*, directed by Yann Arthus-Bertrand and most recently, *EARTH*, produced by Greenlight Media AG and BBC Worldwide; these mega productions not only drive home the critical message of environmental protection, they also bring many technical firsts to the film industry.

In the case of *EARTH*, which will be screened as a charity movie by the Singapore Environment Council (SEC) on 14 April 2010, prior to its official release on EARTH DAY, 22 April 2010, the first time use of super high speed cameras outside a studio environment enabled a shark attack and cheetah hunting scenes to come alive on the big screen.

The various parties represented in the film industry have been motivated by different reasons to ride the wave of Eco Movies. Sophokles Tasioulis, one of the producers for *EARTH*, said, "I see *EARTH* as a history film rather than a natural history film, and in the years to come some of what we see in *EARTH* will not be there anymore. By that alone, this film will become more and more important."

Shaw Organisation's Executive Vice-President, Mr Mark Shaw shared, "While supporting environmental causes are a part of our corporate social responsibility programme, it is undeniable that there is increasing demand for Eco Movies from our consumers. This is especially so for documentaries which are filmed from breathtaking angles with cutting edge technology. We hope our audience will gain better awareness of our environment, understanding that there are places and other living species, which share this planet with us, whose existence is determined by our actions."

Non-governmental organisation, SEC's Executive Director, Mr Howard Shaw commented, "We see film as a great way to raise awareness about the importance of environmental conservation. It is a fact that the moving image is a powerful tool in changing perceptions and bringing a person to action."

The main sponsor for SEC's charity movie, L'Oréal's Managing Director, Mr Christopher Neo said, "We support and invest in the promotion of environmental sustainability as part of our corporate social responsibility ethos. L'Oréal sees the value that *EARTH* brings in the effort to educate the public on this issue."

The SEC is raising funds for programmes on environmental conservation and sustainability through the movie screening of EARTH – a Disneynature production. This event is sponsored by L'Oréal Singapore Pte Ltd., and will be held on 14 April 2010 at Shaw Lido, as part of the celebrations running up to Earth Day.

EARTH was screened earlier this month (12 March 2010) at a special premiere held in conjunction with the launch of SEC's roving exhibition, Project Earth Station. The film will be released on Earth Day, 22 April 2010, exclusively at Shaw Lido Cineplex.

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### **Singapore Environment Council**

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation that nurtures, facilitates and co-ordinates environmental causes in Singapore. SEC's work is founded on three pillars of action – Firstly, partnership with the people, private and public sectors of Singaporean society, to nurture a culture aligned with sustainable development concepts. Secondly, SEC rewards environmental excellence through awards schemes and product endorsement programmes, such as the Singapore Green Labelling Scheme. Thirdly, the SEC collaborates with partners to develop and implement training and learning programmes to build competencies in environmental sustainability within companies, thus keeping our business leaders ahead of the curve. Visit SEC website: <http://www.sec.org.sg>

### **About EARTH (the movie)**

The first film in the Disneynature series, EARTH, narrated by James Earl Jones, tells the remarkable story of three animal families and their amazing journey across the planet we all call home. Directed by Alastair Fothergill (DEEP BLUE), EARTH combines rare action, unimaginable scale and impossible locations by capturing the most intimate moments of our planet's wildest and most elusive creatures. The spectator has the opportunity to observe fascinating landscapes and animals in the wild – from a perspective which people could largely not see with their own eyes – and from a perspective that moves you deeply. EARTH will be shown exclusively at Shaw Lido Cineplex from 22 April 2010 onwards.

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