

## Lights, Camera, Conservation: BC Film Industry Gives Back to Nature with REEL Earth Day



**Vancouver, BC (March 30th, 2023)** – Lights, camera, conservation! The 3rd REEL Earth Day Challenge is gearing up to take on 2023 with renewed vigor. In the last two years, the fundraiser organized by the B.C. Film Industry has raised \$273,000, funding 17 regional park projects that fight climate change and build biodiverse, inclusive park spaces for a more sustainable world.

"Creative BC is proud to support the third annual REEL Earth Day Challenge, where B.C.'s film industry and environmental organizations come together to emphasize the importance of environmental sustainability and clean energy practices in motion picture," said Prem Gill for Creative BC's Reel Green™ Initiative, the annual event's organizer.

Sara Marsh, the Foundation's Board Chair, added, "The REEL Earth Day Challenge is more than just a fundraiser – it's a movement that brings together people from all walks of life to protect and restore the natural world. We are proud to be a part of this community-driven initiative and grateful for the support of the BC Film Industry, which has played a vital role in making this event and the projects it supports such a success."

Last year's signature REEL Earth Day projects restored Creekside Habitat in Capilano River Regional Park, enhanced homes for wildlife, and created a pollinator meadow at Pacific Spirit Regional Park and other projects. Indigenous-led summer camps for youth and collaboration on Indigenous programming at Campbell Valley Regional Park launched as pilot programs through funds raised in 2022.

Adam Heffey, Chair of CTS Youth Society explained the importance of Miskoopitum, free Indigenous-led summer camps run in partnership with the North Fraser Metis Association and Stream of Dreams that were launched in 2022 with help from REEL Earth Day funding. "Adding Indigenous-led programs that present culture in a way that is fun and engaging for kids was one of the most rewarding summer camp experiences for CTS youth. Thanks to REEL Earth Day Funds, over 50 young participants attended Indigenous-led summer camps at no cost to them."

This year's event aims to fund nine park projects, including environmental projects such as creating habitat for hawks and other raptors; restoring and protecting endangered coastal dune ecosystems and enhancing wildlife habitat at regional parks. The campaign will also fund a new initiative to deliver in-park programs for out-patient youth in the Fraser Health Psychiatric Unit, providing a safe and supportive environment for them to engage with nature and heal. The complete list of projects can be found here (link: <http://reearthdaychallenge.reelgreen.ca/Projects> )

The success of the REEL Earth Day Challenge promises to continue its impact on the local environment, fight climate change, and support diverse community-focused initiatives in regional parks. **The results of this year's event will be announced on April 21st, just in time for Earth Day on April 22nd.**

**For more information on the fundraiser and the projects it funds, please visit [reearthdaychallenge.reelgreen.ca](http://reearthdaychallenge.reelgreen.ca).**

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Additional photos, logos, information and video available [on the Google Drive here](#).

### **About Creative BC**

Creative BC is an independent society created and supported by the Province to sustain and help grow British Columbia's creative industries: motion picture, interactive and digital media, music and sound recording, and magazine and book publishing. The society delivers a wide range of programs and services with a mandate to expand B.C.'s creative economy. These activities include: administration of the provincial government's motion picture tax credit programs; delivery of program funding and export marketing support for the sector; and provincial film commission services. Combined, these activities serve to attract inward investment and market B.C. as a partner and destination of choice for domestic and international content creation. The society acts as an industry catalyst and ambassador to help B.C.'s creative sector reach its economic, social, environmental and creative potential both at home and globally. Website: [creativebc.com](http://creativebc.com) | [reelgreen.ca](http://reelgreen.ca)

### **About Metro Vancouver Regional Parks Foundation**

Metro Vancouver Regional Parks Foundation is an independent registered charity dedicated to the conservation and enhancement of Metro Vancouver's regional parks. The Foundation provides the additional financial support needed to realize special projects and initiatives that fall outside of what public park funding is able to provide and depends on people who love our parks and who care about stewarding these precious ecological treasures for future generations. Website: [mvrpfoundation.ca](http://mvrpfoundation.ca)

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