

## That's a Wrap: REEL Earth Day Challenge 2023 Raises Over \$96,000 for Regional Parks



**Vancouver, BC (April 21st, 2023)** – The 3rd annual REEL Earth Day Challenge wrapped up its fundraising events this Friday, with an amazing \$96,346 raised for Metro Vancouver Regional Parks Foundation. The event funds unique regional park projects, including a new initiative to provide in-park programs for out-patient youth in the Fraser Health Psychiatric Unit.

Organized by the B.C. film industry through the REEL Green™ Initiative of Creative BC, the annual fundraiser brought together people and organizations in the film community to protect and restore the natural world. All funds raised support Metro Vancouver Regional Parks Foundation, an independent charity working to protect nature and connect people to the local environment through life-changing regional park experiences.

Creative BC's Reel Green™ initiative leads and supports collaboration on sustainable practices for British Columbia's motion picture industry." said Prem Gill, CEO of Creative BC. "Reel Earth Day Challenge raises awareness, engagement and funds. It's amazing to know that in three short years, the B.C. Film industry has rallied to raise over \$369,000 for twenty-two transformational projects."

This year's fundraising Champion was Victoria-based team Reginald the Vampire, composed of individuals involved in the Sy-Fy series production. The team's fundraising total was an impressive \$36,822, "We wanted to do our best to support the amazing work the Foundation is doing to connect people to nature and support sustainable, biodiverse parks for everyone. We also saw it as an opportunity to represent on behalf of our small but mighty film industry here on Vancouver Island," explained Team representative, Brett Davies.

The funds raised will support environmental restoration projects, develop programs that showcase Indigenous cultures and stories, and volunteer environmental stewardship events in the fall. In addition, a new initiative to deliver in-park programs for out-patient youth in the Fraser Health Psychiatric Unit will be launched.

A highlight of the fundraising event was MBS Equipment Co.'s generous \$25,000 pledge to support a project to Restore Endangered Coastal Ecosystems at Iona Beach Regional Park. This initiative is critical in safeguarding the coastal dune ecosystems, which are under threat from storm surges and king tides due to the impacts of climate change.

"We are grateful for the support of the B.C. film industry community and Creative BC. Every team member, donor, and sponsor has played a vital role in making this event and the projects it supports such a success," said Sara Marsh, the Foundation's Board Chair. "The REEL Earth Day Challenge is more than just a fundraiser – it's a movement that brings together people to build biodiverse, inclusive park spaces for a more sustainable world."

John McEwen, Chair of Metro Vancouver’s Regional Parks Committee, expressed his gratitude for the REEL Earth Day Challenge funding. “Thanks to the support of the B.C. film industry, we will utilize REEL Earth Day funding to expand the impact of our stewardship work, support volunteer initiatives, and pilot new ways of working with groups across the regional parks system. These funds will help us to protect important natural areas and connect people to nature. We are grateful for this continuing opportunity, and we will see the impacts of this funding in regional parks for generations to come.”

The success of the REEL Earth Day Challenge promises to continue making positive change and support environmental initiatives for years to come. **To learn more about how you can support the Metro Vancouver Regional Parks Foundation, protect nature and connect people to the natural world in regional parks, please visit [reelearthdaychallenge.reelgreen.ca](http://reelearthdaychallenge.reelgreen.ca).**

### Media Contacts:

Lisa Escudero  
Creative BC  
[media@creativebc.com](mailto:media@creativebc.com)  
604-730-2235

Don Bradley  
Metro Vancouver  
[Don.Bradley@metrovancover.org](mailto:Don.Bradley@metrovancover.org)  
604-788-2821

Laurel Irving  
Metro Vancouver Regional Parks  
Foundation (MVRP Foundation)  
[laurel@mvrpfoundation.ca](mailto:laurel@mvrpfoundation.ca)  
778-900-1053

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

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### 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)

### About Metro Vancouver

Metro Vancouver is a federation of 21 municipalities, one electoral area and one treaty First Nation that collaboratively plans for and delivers regional-scale services. Its core services are drinking water, wastewater treatment and solid waste management. Metro Vancouver also regulates air quality, plans for urban growth, manages a regional parks system and provides affordable housing. The regional district is governed by a Board of Directors of elected officials from each local authority. Website: [metrovancover.org](http://metrovancover.org).