



FOR IMMEDIATE RELEASE:

Filming for the Future: Over Half a Million Raised for Regional Parks and Wildlife

Metro Vancouver, BC – April 23, 2025 – The fifth annual REEL Earth Day Challenge has set a new fundraising milestone, surpassing \$500,000 raised since its inception in 2021 to support conservation and community programs in Metro Vancouver’s regional parks. This year alone, the BC film industry helped raise \$81,355 for eight vital regional park projects.

“We’re proud to continue raising funds in support of the lands we live and film on,” said Marnie Gee, BC Film Commissioner at Creative BC. “The REEL Earth Day Challenge is a testament to the strong collaboration across our industry and its commitment to leaving the locations we film in better than we found them—protecting and restoring the natural spaces that make British Columbia a world-class production destination.”

The funds raised will directly support a range of initiatives that restore natural habitats, engage communities, and celebrate Indigenous knowledge. These include the installation of a bird viewing tower, bat and owl habitat boxes, Indigenous-led summer camps for youth, an in-park event for newcomers to Canada, floodgate and salmon research, invasive species and local food education, Ecoblitz stewardship activities, and native species plantings.

“Creative BC’s annual REEL Earth Day Challenge continues to help us to fund priority projects to restore nature and enhance public enjoyment at regional parks. We are truly grateful for the relationship we enjoy with the BC film industry. Creative BC continues to choose Metro Vancouver Regional Parks Foundation as the beneficiary of this successful fundraising event, while our beautiful natural spaces continue to make incredible film locations.” said John McEwen, Chair of Metro Vancouver’s Regional Parks Committee. “Metro Vancouver is committed to supporting the local economy and bolstering the region’s reputation as a premier destination for media production.”

In addition to funding environmental restoration, the REEL Earth Day Challenge has expanded efforts to support Indigenous-led education programs that connect people to the land through storytelling, stewardship, and cultural teachings.

“We are deeply grateful to the BC motion picture industry for its ongoing support,” said Mark van der Zalm, President of Metro Vancouver Regional Parks Foundation. “This funding is directly improving the ecological health of our regional parks while making them more accessible and welcoming for diverse communities.”

For more information on the REEL Earth Day Challenge and the projects it funds, visit reelearthdaychallenge.ca.



Media Contacts:

Lisa Escudero

Creative BC
media@creativebc.com
604-730-2235

Rachelle McBride

Metro Vancouver Regional Parks Foundation
rachelle@mvrpfoundation.ca
778-900-1084

Metro Vancouver Media Relations

media@metrovancouver.org

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 | reelgreen.ca

About Metro Vancouver Regional Parks Foundation

Metro Vancouver Regional Parks Foundation is the only 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