



FOR IMMEDIATE RELEASE:

BC Film Industry Sets The Scene For Conservation With REEL Earth Day Challenge

Metro Vancouver BC, April 4th, 2025: The BC film industry is once again stepping up for nature with the return of the REEL Earth Day Challenge, an annual fundraising competition that brings together production teams to support Metro Vancouver's regional parks. Organized by Metro Vancouver Regional Parks Foundation in partnership with Creative BC's Reel Green™ initiative, the challenge raises funds for conservation projects, community programs, and habitat restoration across the region.

Since its launch in 2021, the REEL Earth Day Challenge has raised nearly \$500,000 to protect and enhance regional parks. This year, the goal is to surpass that milestone, generating even greater impact for projects that support wildlife, restore ecosystems, and make regional parks more accessible to communities.

Funds raised through this initiative will go directly toward projects like newcomer-focused events, Indigenous-led summer camps, habitat restoration, and floodgate and salmon research. These projects not only protect and restore natural spaces but also connect people with nature through education and cultural experiences.

"This industry thrives on the natural beauty of our regional parks, and it's our responsibility to give back to the landscapes that make this province a premier filming destination. Through the Reel Green™ initiative, the BC Film Commission at Creative BC unites the motion picture industry to reduce environmental impacts and invest in the land that sustains our work," said Marnie Gee, BC Film Commissioner at Creative BC. "The REEL Earth Day Challenge is a key part of this commitment, helping to keep these spaces protected, accessible, and sustainable for both communities and future productions."

The challenge is a race to the finish line, with production teams competing to raise the most funds for parks. Past participants include major productions from studios such as Netflix, Disney, and Paramount. The winning team will not only earn bragging rights but also play a crucial role in safeguarding Metro Vancouver's green spaces for future generations.

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



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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 | 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