

## PROJECT GREENHOUSE ECO-CONSCIOUS LIFESTYLE SUITE AT SUNDANCE FILM FESTIVAL 2007

**Posted by: STATEPR on Jan 19, 2007 - 01:20 AM**

Project GreenHouse is an exclusive eco-conscious lifestyle suite, and a platform to present options for sustainable living through purveyors of social and environmentally conscious products and services. Forget the swag, Project GreenHouse focuses on the environment and films!

PARK CITY, UTAH (January 2007)– Forget the swag. Project GreenHouse will explore deeper shades of “green” with the debut of its eco-conscious lifestyle suite at [Robert Redford](#)’s Sundance Film Festival this year. Project GreenHouse will welcome screen stars and passers by alike to an alternative to the disposable detritus of hospitality giveaways and goodie bags. Located in the heart of the Sundance Festival on Main Street, the suite is designed to present options for sustainable living, and promote social and environmentally conscious products and services. As the environment changes, with predictions already that 2007 will be the warmest year, it becomes clear that sustainability should be getting some “screen time.” From January 19-28, Project GreenHouse will be a safe haven from the hustle and bustle of Sundance for visitors to the festival, to kick back and learn more about ways to live green. Project GreenHouse will offer invited guests to an environmentally–focused setting with ambience and style, and is sure to be a stop for influencers and VIPs looking to relax, with a full–service organic kitchen, hospitality staff and and a treasury of eco-conscious entertainment and education.

From January 19–21, 2007, 11am–4pm, Project GreenHouse Presented By Lexus Hybrid Living will welcome Sundance attendees to experience the new Lexus Hybrid cars and provide complimentary eco-concierge service to guests for dinner reservations at local organic eateries, ski packages and arthouse tickets during the festival. Lexus will also feature designers Kenneth Cobonpue and Q Collection as an extension of the Lexus Hybrid Living Tour.

Actor and environmental activist Ed Begley, Jr. and his wife Rachelle Carson will be on hand at Project GreenHouse to present his new HGTV show, Living with Ed, a reality show in which Ed lives an eco-friendly lifestyle in Hollywood with his wife who doesn’t always see how to make the good-life green. Ed will also demonstrate how he makes toast with the energy from pedaling a bicycle, and cook in a solar oven.

Bicycle for a Day, started by actor Matthew Modine, will unveil it’s new campaign designed to mobilize people to ride their bikes as a fun way to bring people together and raise environmental awareness. For more information visit [www.tar-art.com](http://www.tar-art.com).

Erasing the carbon footprints of Sundance attendees, the entirety of Project GreenHouse will be carbon neutralized as well as the flight travel of guests to Sundance, will be offset by Terra Pass, a carbon credit partner. Project GreenHouse offers tangible ways to offset your carbon emissions and reduce your contribution to greenhouse gas pollution.

At the core of environmentalism is a desire to enjoy the environment. As a leader in sustainable and responsible eco-travel, Fairmont Hotels and Resorts invites guests to book a complimentary trip to Fairmont Mayakoba in Mexico’s Yucatan peninsula.

Project GreenHouse will also feature a real farmers market of fresh organic soap and body products from the fresh handmade cosmetics of LUSH,

Guests of Project GreenHouse will experience all aspects of living green with participating partners: Steaz Organic Energy, Drinks, Mr Krispers, Full Spectrum Solutions, Solo GI, Frutzzo, Pinch Plus, Mr. Ellie Pooh, Tzu The, New Wave Enviro, Ecoland, Yolo ColorHouse, Earthwise Bags, Volvic and Ethos Investments.

From January 23-25, 2007, Project GreenHouse presents an exhibition by charity: water. Founded by Scott Harrison, the exhibition will feature extraordinary photographs, video installations, soundscapes and interactive displays depicting the water crisis in Africa alongside the efforts and the results of the organization. The goal of charity: water is to provide clean water by soliciting well donations and selling \$20 charity: water bottles. 100% of the money raised through water sales will go directly to the projects on the ground in communities drinking unsafe water by building freshwater wells. A fundraiser will be held on January 23, 2007.

Project GreenHouse presented by Lexus Hybrid Living raises awareness of environmental and social issues by promoting positive initiatives and ways to be part of the solution. Project GreenHouse is produced by NY-based Events East and Global Kinect. This is a closed event. For media requests accreditation, please contact STATE Public Relations, Kristina Ratliff or Ryan Urcia by email a kristina+ryan@statepr.com or by telephone at 646. 269. 3938.

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