



Media Release

For Immediate Release

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Trailer Trashed Judges Announced

February 22, 2010 – Vancouver, B.C. – The Recycling Council of B.C. today unveiled the panel of judges who will decide the winner in the organization's on-line video contest [Trailer Trashed – Reel Environmentalism](#).

The contest is designed to spur the creation of video trailers that will help convince the public to stop using disposable coffee cups. Anyone can enter the competition, young or old, amateur or professional, as long as their entry is engaging, entertaining and enlightening.

And there is still time to enter! The contest closes on February 28 at midnight. First prize is \$2500 CDN, a SONY HD video camera, other assorted loot, and all the fame and glory you can handle. There are also second and third prizes, and two honourable mention prizes as well.

The panel of judges for the contest's first year of competition is:

[Katherine Monk](#) – is a national movie critic with Canwest News Service, serving Canada's largest newspaper chain that includes The Vancouver Sun, The Ottawa Citizen and The National Post. She's also the author of the bestselling *Weird Sex and Snowshoes: And Other Canadian Film Phenomena*, which was turned into a feature documentary by Omni Film. She can be seen on *Katherine's Kuts* every Friday on Global BC and *Six Degrees of TV* on TVTropolis.

[Dan DiDio](#) – is co-publisher of DC Comics, the largest and most diverse English language publisher of comic books in the world. Prior to joining DC Comics, DiDio held positions at ABC Television and was a freelance writer and story editor for Mainframe Entertainment where he eventually became the company's Senior Vice President of Creative Affairs.

Owen Hurley – is a director, working in computer animation for many years. He is responsible for directing numerous TV episodes, four DVD movies, and many game cinematics. He is currently Director, Cinematics and Animation Dept at Relic Entertainment . He says he recycles - particularly old jokes.

Brady Dahmer and Lindsay Nahmiache - are the co-founders of the **Projecting Change Film Festival** which focuses on promoting green and sustainable living through the use of entertaining and educational films and engaging guest speakers.

Nancy Grenier - works with contest sponsor **Belcorp Environmental Services** on communications and community engagement to promote action on zero waste. Nancy likes to explore innovative ways to make environmental messages 'sticky' so they influence every-day decisions and foster new green habits such as...not leaving home without a reusable mug!

Greta Najcler – is the Manager of Environmental Affairs at TDL, the operating company of contest sponsor **Tim Hortons**. A key area of focus for Greta and her team is reducing the waste generated by all aspects of the organization's operations. One way that Tim Hortons promotes waste reduction is by actively reminding customers about their china mug option for in-store use and the discount they offer for travel mug users.

For contest rules and all the details visit **www.trailertrashed.org**.

The Recycling Council of British Columbia is a multi-sectoral, non-profit organization promoting the principles of zero waste through information services, research and the exchange of ideas.

Founded in 1974, RCBC is Canada's longest-serving recycling council and has earned the reputation of being one of the most widely respected environmental organizations in the province today. RCBC has played a major role in the establishment of the many ground-breaking product stewardship programs in the province, which are emulated around the world.