

For Immediate Release:

## **30 Zero Zero – 30 Days, Zero Waste, Zero Impact**

March 20, 2011, Vancouver, BC — “*Be the Change you want to see in the world*” is a phrase Ghandi made famous many years ago and is being brought back to life by the two enterprising minds behind the project. Starting April 1<sup>st</sup>, 2011 and for an entire month, Alison Richards and Stéphanie Lamontagne will be taking a journey into zero waste, zero impact and inviting ordinary Canadians to come along with them for the ride.

The project had its inception on the blog pages of Richards and Lamontagne [www.qrmeetup.com](http://www.qrmeetup.com) site where Richards writes about the green virtues of QR codes. These black and white patterns of dots are a 2 dimensional bar code that, when scanned by a smart phone with QR Reader software, spits out a variety of useful programmable information. Richards is promoting them as a green alternative to paper.

“Embedding QR into a poster, newspaper or magazine provides the consumer instant access to information. By simply taking a photo of the QR code with their web-enabled smart phone they’re re-directed instantly to a website with enriched content...or a video, podcast, v-card, email...QR can even dial a number,” says Richards.

Metro Vancouver Communications Specialist, Peter Cech was intrigued about the green applications of QR as part of the city's Zero Waste Challenge and contacted Richards. From that brief web exchange, things evolved quickly. Richards was introduced to the *Vancouver Zero Waste Challenge* and she realized there was an opportunity to achieve something bigger. Tapping into her filmmaking and storytelling talent, Richards conceived of **30 Zero Zero** as a media project to spread [Metro Vancouver Zero Waste Challenge's](#) message across Canada and around the world. Amongst the most important inspirations for the project is the unprecedented people powered movement now sweeping through much of the Middle East. It is that same energy that puts the power back in the hands of ordinary people that Richards and Lamontagne are hoping to harness.

Richards believes that Vancouverites have an incredible awareness of recycling but still have a lot to learn about reducing. **30 Zero Zero** promotes the awareness that no matter how much we recycle, if we don't dramatically reduce our excessive consumption habits, we will still be left with a resource-depleted world.

Starting on April 1<sup>st</sup> and for the next 30 days, Richards and Lamontagne will aspire to a zero waste, zero impact lifestyle. **30 Zero Zero** is a real-time live trans-media event consisting of interactive web and mobile content. Each day, viewers can participate by going to [QRmeetup.com](http://QRmeetup.com) where they can follow Richards and Lamontagne adventure in a zero waste, zero impact lifestyle via the **Live at 5** Livestream.com webcast.

Watch them as they meet the challenges of sustainable living whether it's trying to figure out how to reduce, recycle or reuse their household water or determining which supermarket brands are greener than others. The beauty of watching **30 Zero Zero** is that we are watching ourselves; Richards and Lamontagne will ask the very same questions that each of us would ask as we try to reduce, reuse and recycle. There will be live interviews with leading green exponents and practitioners and each day, viewers can learn simple tips on how to reduce ones carbon footprint. Since **30 Zero Zero** is interactive, the viewer can participate in multiple ways; some audience suggestions may even find their way on the air. There will also be many interactive elements on the website including daily polls, games and viewer feedback. At the end of the 30 days, Richards and Lamontagne will premiere their compilation documentary during the [Projecting Change](#) Film Festival May 26 – 29, 2011.

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Richards and Lamontagne are appealing to film professionals, environmentalists, sponsors and anyone with interest to join them in realizing their vision of a zero waste, zero impact society.

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