

CLEANEST LINE MEDIA RELEASES “LET’S BE THE CHANGE” PROMO



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Press Release

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Young Filmmaker from Cleanest Line Media Releases Inspiring “Let’s Be The Change” Promotional Video in Support of SustainaFest

Annapolis, MD - Nineteen year old filmmaker and entrepreneur Zach Chmael, founder of Cleanest Line Media - an experimental media company striving to tell the sustainability story through adventure and human interest films, photographs and writings, today released a short film promoting SustainaFest. Leveraging a unique mix of footage to include mountain, forest, river and Chesapeake Bay vistas, the short film seeks to appeal to younger generations by placing responsibility for a more sustainable future squarely at the feet of Generation Z.

Cleanest Lines Media, an in-kind sponsor of SustainaFest, created our exciting website and has been supporting our work through various promotional activities. In addition, Zach serves on our Board as an aspiring artist with a strong sense of alignment with our mission and ensuring an additional connection to our student audience. The one minute promotional film features stream, aspen forest and mountain footage taken during a trip to Telluride, Colorado for SustainaFest partner’s 2012 Mountain Film in Telluride Festival as well as scenes from our own Chesapeake Bay, capturing young commercial waterman Rocky Rice as he plies the waters of the Potomac River in search of blue crabs. The footage of Rocky is particularly appropriate as he is a young, powerful personality with a clear sense of necessary steps to be taken to restore the Chesapeake Bay and continue the iconic Chesapeake waterman culture. The film highlights SustainaFest’s ethics of collaboration (“In order to achieve our goal, we have to be in it together”), personal responsibility (“It is up to us to stand up for our future”) and action, with the directive - “Let’s be the change we wish to see.”

"Cleanest Line Media is excited to partner with SustainaFest. We think it’s the coolest non-profit out there - educating and driving action on issues that matter most to us, our future," stated Zach Chmael. "Failure is not an option anymore so we’re eager to help tell the story however we can and make sure our generation stands up and takes action."

Join the celebration - and ongoing conversation - on what we can all do to create a healthier, more prosperous, and sustainable Chesapeake Bay region. To learn more about SustainaFest, our events and activities, please visit www.sustainafest.org or email us at info@sustainafest.org