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## **A New Documentary Brings the Zero Waste Concept to the Masses**

***Unwasted: The Future of Business on Earth* – A new documentary film focuses on the relationships between business and zero waste.**

(Seattle, WA) – September 9<sup>th</sup> 2011 – Last evening, on September 8<sup>th</sup> 2011, Sage Environmental Services of Seattle, WA and PorterWorks, Inc. released *Unwasted: The Future of Business on Earth* at a private reception at the Grand Illusion Cinemas in Seattle's University District. The 'World-Premiere' event invited participants be the the first to see this exciting new project (which is now available online). *Unwasted*, is a documentary about Zero Waste, and focuses on the Pacific Northwest and Seattle-metro area as an example of innovation and creative waste diversion. Sage Environmental, (which has an ongoing commitment to its clientele to assist with individual waste-reduction goals and needs) decided that while the term Zero Waste has become more common in recent years, there was still a lack of clear definition, and no easy way to access the tips, advice and encouragement that enable zero waste to go from idealistic goal to an achievable one. This documentary aims to define Zero Waste as it relates to everyday businesses, organizations large and small, municipalities and individuals, while simultaneously offering suggestions about how to begin the journey.

Presented by Sage Environmental Services and produced by PorterWorks, *Unwasted*, which is set in the Pacific Northwest, utilized the area's vast collective of local and national industry professionals, policy-makers, businesses owners and staff to create a conversation about the future of waste and how it can be avoided.

*Unwasted* features several segments each focusing on a specific element of Zero Waste. These include highlights of local businesses sharing insights to their progress on the zero waste path, simple ideas and tips that can be implemented immediately and effectively, and a look at the cost-benefit analysis that reinforces environmental stewardship as a worthy business cause.

"I am delighted to have had the chance to bring this project together. We are so thankful to all the participants, the industry leaders and pioneers who made *Unwasted* possible. Their dedication, inspiration, expertise and willingness to join with us in sharing this message cannot be matched." Says Sage Founder/President, and documentary executive producer, Julie Pond of the project.

PorterWorks Vice President, Anna Porter adds: "We were excited to be given this opportunity. As a company, we learned much more about the issue on hand, and are happy to be able to bring *Unwasted* to life. PorterWorks looks forward to continuing to educate, share and encourage environmental awareness, waste reduction and stewardship through this and future projects."

Both Sage & PorterWorks have made this project for the benefit of our planet, for the continuing of sustainable education and for the common goal of reaching zero waste. The film can be seen in its entirety here:

<http://sagebug.com/zerowaste>

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For information on screenings, the production team or the programs & participants involved, please contact:

Mattie Porter, Communications Specialist

Sage Environmental Services, Inc.

206 491 0359

[sage@sagebug.com](mailto:sage@sagebug.com)

Anna Porter, Vice President

PorterWorks, Inc.

425 753 0385

[annamarie@porterworks.com](mailto:annamarie@porterworks.com)