

The Living Lightly Project

Wednesday, 23 January 2008

Last Updated Friday, 25 January 2008

Letter from David Chernushenko, past Deputy leader of the Green Party of Canada. Dear Friends,
It is with great pleasure that I am writing to tell you that my newest and biggest project yet - The Living Lightly Project - is now well and truly up and running. As you can read at <http://www.livinglightly.ca>, the project focuses on existing solutions to the challenge of moving to a more sustainable society and economy, by highlighting the people who are already putting some of them into practice.

"The Living Lightly Project is inspiring a global community of citizens to take practical action to build sustainable communities and livelihoods. We do that by showcasing people who are already on the road to "living lightly", telling their stories and sharing their knowledge and passion. The Living Lightly Project (LLP) shows that viable and exciting alternatives exist to typical current practices (of individuals, groups and companies), and inspires people to adopt some of these or create their own.

Whereas media coverage of environmental/sustainability issues tends to focus heavily on the severity of the problems, the LLP is highlighting the viability and rewards of the SOLUTIONS. We produce and present visual media (video, photos and illustrations) using all available tools: our "hub", website, television, multi-media live presentations, podcasts and DVDs."

I am writing to invite you to subscribe to the Living Lightly Project mailing list. You will receive notification whenever we have posted a significant new video, set of photos, or written contribution, and you will be notified when there is major news regarding the project. Of course you will also be notified when the first "rough cut" clips are available for your feedback and comments, and when the film is launched and/or I am visiting your region to screen the film and hold an event.

We promise to limit e-mails to an average of about two per month. Any time you wish to unsubscribe, it is easy to do.

The Living Lightly Project is meant to be highly participatory, building toward a vibrant and self-sustaining community of solutions-sharers. That is why I am so keen to encourage strong participation from the outset. We want to know what you are doing or thinking of doing, and we especially want to receive short video reports from you, requests for us to come and video what you are doing, or photos plus commentary on your attempts to live more lightly.

To sign up, you can go straight to here: <http://www.livinglightly.ca/contact-us/>

Live lightly and prosper!

David

David Chernushenko

Creator/Producer - The Living Lightly Project <http://www.livinglightly.ca>

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