

*****MEDIA ALERT*****

EcoTainment Formed to Entertain a Green Nation

A group of green-minded media executives, businessmen and philanthropists have joined forces to form **EcoTainment**, a production company focusing exclusively on environmentally-themed programs for TV and film.

EcoTainment CEO Zachary Frankel says “Its 2007, there’s a huge audience ready to embrace programs focusing on our planet’s problems and how they affect our relationships with each other. We’ve found lots of very compelling stories which have yet to be told through the lens of popular culture.”

EcoTainment is unique because the company is producing more than environmental documentaries. Their team of writers and producers has spent two years developing a slate of fictionalized dramatic programs.

“For a majority of Americans, environmental issues hit a nerve,” explains EcoTainment Producer Matthew Elggren. “It’s no longer about being an environmentalist, it’s about being an American. We’re taking green mainstream.”

Market research and opinion polls demonstrate a majority of Americans embrace basic environmental values. This growing popularity is evidenced every day in newspapers and magazines across the country devoting more space to green topics. Films like *Inconvenient Truth* and *March of the Penguins* have enjoyed tremendous commercial success.

EcoTainment plans to unveil its projects in the coming weeks.

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