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WINNER OF 2008 TELLY AWARD FOR EXCELLENCE "A PASSION FOR SUSTAINABILITY" TO DEBUT ON NETFLIX AUGUST 12TH

New environmentally friendly film "A Passion for Sustainability" to premiere on Netflix

/24-7PressRelease/ - METUCHEN, NJ, July 19, 2008 - Landfall Productions and Passion River Films will be distributing "A Passion for Sustainability," an environmental documentary focusing on Portland, Oregon, the "most sustainable city in the United States." The documentary will be available on Netflix beginning August 12th, 2008.

"A Passion for Sustainability" takes a look at what fourteen business leaders in Portland, Oregon are doing to fight the battle of global warming, one of the biggest challenges facing mankind today. Their weapon? The four scientific principles of The Natural Step, an approach to sustainability originated in Sweden by Dr. Karl Henrik Robert in 1993.

This environmental special was launched nationally on Earth Day on PBS and celebrates a number of breakthrough ideas which can be applied anywhere in the world. The Natural Step methods featured in the documentary have become a framework for businesses, educators and individuals interested in learning how to make their homes, businesses and communities more sustainable.

Director, writer, and producer, Eric Stacey and co-producer, Jane Turville originally collaborated to make a short, celebration video for The Oregon Natural Step's 10th anniversary. However, as the interviews and stories unfolded, they realized the material would support a longer program for folks who had never heard of The Natural Step.

The documentary premiered in Portland, Oregon at the Hollywood Theater in November of last year. Since then it has been selected by numerous film festivals such as, the International Film Festival of England and the Hazel Wolf Environmental Film Festival. "A Passion for Sustainability" has also been awarded the 2008 Telly Award for Excellence.

A PASSION FOR SUSTAINABILITY

Directed by Eric Stacey. Runtime 56 minutes. English. Dolby Stereo.

Landfall Productions is a producer of documentary and entertainment titles. Founded by Eric Stacey in Burbank California. Landfall's documentary DVDs have won numerous awards and nominations. Landfall Productions offers quality programs that are entertaining as well as educational.

Passion River specializes in film marketing and DVD distribution for unique documentaries, foreign movies, independent films and special interest titles to retail stores and libraries nationwide. Their non-exclusive film distribution business model allows producers to self-distribute their films as a way to reach major retailers and a wide audience. They also book films and talent for public performances and speaking events on college campuses across the country. For more information about their new films and events ; as well as their film distribution seminars and movie marketing workshops, visit:

www.passionriver.com