

The Sundance Award Winning/Emmy Nominated “toxic comedy” announces award of \$20,000 to Habitat for Humanity affiliates!

blue VINYL

A FILM BY
JUDITH HELFAND & DANIEL B. GOLD

“That rare muckraking film with a sense of humor.”
Los Angeles Times



“Scary and hilarious!”
New York Times

In an effort to support Habitat initiatives toward affordable and sustainable homes, Working Films and BLUE VINYL are giving away as many as twenty \$1000 awards to Habitat for Humanity affiliates with the best ideas about how they will move to build “greener” and PVC-free homes. The award is \$500 cash, matched by \$500 in-kind services. The in-kind award includes the new DVD of BLUE VINYL (with exclusive chapters on the New Orleans Habitat build and the impact of the film’s organizing campaign); public performance rights (\$195 value); and expert advice from the Working Films staff to support your specific event or screening so your affiliate can move towards a PVC-free future.

With humor, chutzpah, and a piece of vinyl siding firmly in hand, Peabody Award-winning filmmaker Judith Helfand and co-director and award winning-cinematographer Daniel B. Gold, with co-producer Julie Parker, travel to America’s vinyl manufacturing capital and beyond in search of the truth about vinyl or PVC, America’s most popular and second fastest selling plastic.

Vinyl production totals over 30 million tons per year globally, the majority of which is directed towards building applications. The many problems associated with PVC throughout its lifecycle – including toxic poisoning of low income minority communities where it’s manufactured – renders PVC undesirable as a environmentally-friendly building material.

The success of *BLUE VINYL*, the surge of no-more-vinyl commitments within the green building industry, and increasing doubts of the public regarding this toxic material motivated Greenpeace and the Healthy Building Network – with Working Films as a co-sponsor – to spearhead the design and construction of the first affordable, environmentally sustainable PVC-free Habitat for Humanity house. The house, located in a historic New Orleans neighborhood not far from many PVC plants, was successfully completed in April 2004. And is still standing after Katrina! This house proved that you could build an affordable home – meeting a price tag of \$60,000 – with healthy durable energy efficient building materials that are PVC-free. Additional Habitat affiliates in South Portland, Maine and Olympia, Washington are building PVC-free healthy Habitat houses – we are inviting you to join them!

Submit your idea (we suggest 300 words or less) about how you would like to move towards a “green” commitment and how BLUE VINYL would support your efforts, include the name of your affiliate, your address and contact info, and background on your past builds.

The award process is simple: just tell us how you would use a BLUE VINYL event to help your affiliate take a step towards a toxic-free, sustainable future. We want the film to support your efforts. Here are some ideas that you might consider:

- A closed-door screening with your board and volunteers to motivate their “greener” commitment;
- A public screening co-sponsored by you and your local green building alliance or organization that launches a new partnership to build one or more “green” homes;
- An event co-sponsored by your town’s historic preservation society (which often restricts vinyl as a building material) to launch a new alliance with them; or
- A “green” building blitz sponsored by your local building suppliers who are looking for ways to highlight their new “green” materials.

We are happy to support events that will get you new donations and new volunteers and a new commitment to build PVC-free affordable homes, but YOU TELL US. We are available to chat with you about your idea and help you make a submission.

We made the announcement of the first award-winning entries at the GreenBuild International Conference and Expo, Atlanta GA, in partnership with Greenpeace and the Healthy Building Network, on November 10, 2005.

**Submissions and questions to: Molly Ramey, Working Films,
602 South Fifth Avenue, Wilmington NC 28401, (910) 342-9000
or by e-mail: mramey@workingfilms.org. Deadline is open.**

For information about Working Films, go to:

www.workingfilms.org

For more information on our consumer and education campaign for BLUE VINYL, go to:

www.myhouseisyourhouse.org

For more information about the film, go to: www.bluevinyl.org

