



## **Longwood Wins National Video Award for Campus Innovations to Curb the Effects of Global Warming**

### ***Economic and Environmental Savings Common Theme in 2009 Winning Submissions***

WASHINGTON (April 15) – Longwood University in Farmville, Virginia has been honored by National Wildlife Federation as a winner in the annual competition *Chill Out: Campus Solutions to Global Warming*. This award program honors U.S. schools that are advancing creative solutions to global warming on their campuses. Longwood is one of eight winning schools that were chosen from a national pool of entries.

Longwood won a video award for its outstanding green initiatives and programs. The campus has stepped up to implement a greener campus, from big projects like a transportation overhaul to details like a program to reduce cigarette litter. The university created a video entitled "Longwood...Creating A Sustainable Future" which can be viewed at <http://www.gogreentube.com/watch.php?v=NDc1NDEx>.

“Every one of our *Chill Out* winners deserves an Oscar for the example they have set,” says Julian Keniry, Director of Campus and Community Leadership for the National Wildlife Federation. “Campuses nationwide are demonstrating that we can combat global warming, protect habitat, and save money at the same time. These campuses are actually doing what the science says should be done to reduce the threat of global warming.”

The winning video submission provides details of Longwood's many campus sustainability initiatives. The school's landscape debris is composted and reused. Students living in university-owned housing within 1 mile of campus are required to walk or ride a bike to classes. The school's health and fitness center is the first student recreation center in the Southeast to be LEED Gold certified by the U.S. Green Building Council, a measure that saved the school \$42,500 in energy costs in 2007. The trayless dining hall reduces food waste by 2 tons per month, and Longwood constructed athletic field press boxes from recycled shipping containers.

This year's video contest was hosted by GoGreenTube.com, a new online video site that is focused solely on environmental and green videos. The winners were selected by the online community through a voting process. GoGreenTube.com partners with Carbon Fund and for each video that is watched by a logged-in user, one pound of CO<sub>2</sub> is offset by a carbon credit.

Other winning schools in the contest include: California State University Chancellor's Office, California State University - Northridge, Humboldt State University (Arcata, CA), Massachusetts Maritime Academy (Buzzards Bay, MA), Middlebury College (Middlebury, VT), Oberlin College (Oberlin, OH), and the University of California, San Diego.

Young adults across the nation are speaking out about the need for greenhouse gas reductions, and *Chill Out* is the third event this school year that demonstrates how they are making their voices heard. The

National Teach In, held on February 5, 2009, engaged campus and community members at 750 colleges and universities around the country in a teach-in on global warming solutions. This event brought members of Congress face-to-face via video conferencing with their constituents to discuss global warming solutions. National Wildlife Federation is also a member of the coalition behind [PowerShift](#), the youth-led movement that brought 12,000 young activists to Washington, D.C to express their message of bold, comprehensive and immediate federal climate action to Capitol Hill.

For all these impressive efforts, National Wildlife Federation will feature the winning colleges in the *Chill Out: Campus Solutions to Global Warming* webcast on April 15. The colleges will also receive a monetary award from the National Wildlife Federation to continue exploring innovating global warming solutions. The 2009 Chill Out campaign was shot by world-renowned cinematographer Eric Adkins (Sky Captain & The World Of Tomorrow), directed by Melissa Balin (Green Means Go), and produced by Melinda Esquibel of Mundo Maravilla, Carey Stanton of National Wildlife Federation, and Balin.

The webcast is a low footprint production, going well beyond the industry's sustainable filmmaking guidelines, and has been recognized by the Environmental Media Association's Green Seal Program for using the film industry's best environmental practices. The production used the Red Camera – a 4K camera system that is filmless and tapeless, cabling directly into a hard drive, eliminating wasted film, tape, and chemicals. The lighting was Lite Panels' LED system, and the lights and production were powered by solar energy thanks to a solar generator provided by Pure Power Distribution and a portable solar-capturing tent from FTL Solar. Even the teleprompters were made from recycled materials! Campuses around the country are encouraged to host events on their campuses to watch the green webcast. The program will be part of Earth Day-related events scheduled on more than 175 college campuses.

Visit [www.campuschillout.org](http://www.campuschillout.org) to register for and view the free webcast.

The National Wildlife Federation's Campus Ecology Program has been an integral part of the campus greening movement since 1989. The nation's 4,100 colleges and universities educate more than 15 million students in any given year making these schools important laboratories for creativity and innovation—keys to tackling a monumental crisis like global warming.

*The National Wildlife Federation is America's conservation organization protecting wildlife for our children's future. [www.nwf.org](http://www.nwf.org).*

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