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PRESS RELEASE

FOR IMMEDIATE RELEASE

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## City of Miami Beach Partners with Oolite Arts on Sustainability Program

— Local filmmakers have until Aug. 16 to submit ideas for a 30- to 60-second video —

**Miami Beach, FL** – The City of Miami Beach in partnership with nonprofit Oolite Arts has launched a Sustainability in Action PSA video contest to encourage residents to reduce waste. Ten local filmmakers will each receive a \$2,500 production budget and have a public screening of their work at SoundScape Park this November.

“As a strong advocate for local film production and the environment, I strongly support the city’s Sustainability in Action Challenge to incentivize local filmmakers to use their talents to communicate and raise awareness about our environmental sustainability efforts,” Miami Beach Commissioner David Richardson shared.

Local filmmakers can pitch their ideas for public service announcements or PSAs from now through Monday, Aug. 16. To submit an entry, visit [oolitearts.org/sustainabilityinaction](http://oolitearts.org/sustainabilityinaction) and fill out a brief online application. Winners will be selected by a diverse jury of filmmakers and local leaders. The winning spots will premiere on a massive, outdoor projection wall in SoundScape Park on Thursday, Nov. 18.

All of the PSAs must demonstrate the various ways Miami Beach is working to reduce waste through recycling, composting and the reduction of plastic use, all of which play an important role in reducing greenhouse gas emissions. These include the Plastic Free Miami Beach initiative as well as other recycling and composting efforts.

The Sustainability in Action initiative is part of the newly revamped Miami Beach Film Incentive program, which was established to help foster the growth of the local film industry. The program is open to anyone who lives in Miami-Dade County and is generously funded by The Lynn and Louis Wolfson II Family Foundation.

“We are pleased to join hands with Miami Beach and bring attention to the very important work the city is doing to help curb greenhouse gas emissions and protect its communities,” added Dennis Scholl, president and CEO of Oolite Arts, which is a visual and cinematic arts nonprofit headquartered in Miami Beach. “This competition further demonstrates how visual artists can increase public awareness around critical issues through the use of creative tools.”

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**About Oolite Arts**

Oolite Arts helps Miami-based artists advance their careers and inspires the cultural community to engage with their work. Established in 1984, Oolite Arts is both a community and a resource, providing visual artists with the studio space, exhibition opportunities and financial support they need to experiment, grow and enrich the city. Through its educational programming, Oolite Arts helps Miamians learn about contemporary art and develop their own artistic skills. For more information, visit [oolitearts.org](http://oolitearts.org). Follow [@oolitearts](https://twitter.com/oolitearts) on social media.

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