

MISSION: SUSTAINABLE

Real People. Real Makeovers. Real Impact

Dear Friend,

I made a resolution last January to make 2009 a year of ambition; I would not reject any experience to push myself personally and professionally due to fear.

Determined to live my resolution, I told one person about my dream to create a reality television show that would communicate the ideals and practice of urban sustainability. By utilizing television's most popular format, I wanted to reach out to both the established environmental "choir" and the American viewers at large. Before I knew it, one conversation led to another and with a swell of support from friends, I was determined to pursue the show.

The result is a story about making a dream a reality with no cash, but many donations; no paid professionals, but a small army of committed volunteers; and little production experience, but plenty of passion.

In May of 2009, I met my creative partner, Jon Sumple, formed ReGeneration Productions and *Mission: Sustainable* was born. By August, we launched a website, received media attention and held auditions for our cast of sustainability experts. The turnout was incredible, requiring two additional audition sessions to accommodate interest.

I am amazed by the energy and commitment of everyone who has contributed to the evolution of my dream. Our volunteer crew has grown from a few to several dozen, and nearly every time we ask for help, there is a person or company eagerly offering support. Thanks to the many donations of products and services needed to produce *Mission: Sustainable*, the pilot has been taped, and we're now in post-production.

The pilot is set to debut at Seattle Center's Fisher Pavilion and by invitation in Eugene, Oregon, at the Good Earth Home, Garden & Living Show – the nation's first sustainable home show, attracting tens of thousands of visitors annually.

To date, we have secured more than \$20,000 worth of donations from our friends at Seattle Center, In Harmony Sustainable Landscapes, Mode Organic Salon, PCC Natural Markets, Full Circle Farms, Mutual Fish, Vesta Home Performance, Pure Audio and others. We wouldn't be where we are today without their generous support, but we are in need of additional funds to cover expenses for our Green Carpet Event at Fisher Pavilion and travel expenses to Eugene.

Our goal: Raise \$5,000 by January 15th.

I'm appealing to all of you, my friends and neighbors, to join me in bringing *Mission: Sustainable* into homes across America. Innocence, determination and luck have brought me and my growing team to where we are today. Your generous support will take us to tomorrow.

With your help, we can make 2010 a year of achievement.

Rose Thornton

Founder/Producer, ReGeneration Productions
www.regenerationproductionsllc.com | www.mission-sustainable.com