



**Series Title: The Conscious Consumer**

Length: 13 x 30 minutes HD

Topic: lifestyle

Distribution: international and national, webisodes, retail, DVD with book partner

Target Audience: 18 to 35

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**G**oing green is on everyone's mind and people and businesses alike want to know how they can contribute to the fight against global warming. **The Conscious Consumer** bridges the gap between morality and the marketplace with realistic and affordable options for consumers who want to put their dollars where their ethics are.

Cutting between interviews, field research, investigative segments and animation, our skeptical yet savvy host, Lisa van Reeuyk (**Discovering Great Towns**), will dive head first into the green movement to de-mystify the eco-marketing onslaught and bring the viewer plenty of cold hard facts, stats and tips to put them on the road to a greener lifestyle.

Every time you make a purchase  
you make a statement!

**The Conscious Consumer** will cover such topics as a green and affordable home renovation, the latest technologies in the energy sector, green office practices, sustainable advancements in the medical industry, green fashion alternatives, a crackdown report on organic foods and crops and how to prioritize your ethical spending on a tight budget!

Recurring segments will include the media resource of the week, energy saving tips in the home and a series on greener driving techniques.

**The Conscious Consumer** is currently in development at Best Entertainment Corp. in Vancouver, BC. If you would like to be a partner in this exciting new project, please contact Lisa van Reeuyk at: [lisa@bestentertainment.ca](mailto:lisa@bestentertainment.ca) or 1.866.909.4647 x 22.



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