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## **Patagonia Sur, Saunders Electric, Alteryx and Sandia Labs Support Green Initiatives at the 18<sup>th</sup> Annual Screen Actors Guild Awards®**

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Donation of Luxury Trip for Two to Chile from Patagonia Sur to Benefit SAG Awards® Ceremony Auction which concludes at 6 p.m. (PT) on February 2, 2012

**LOS ANGELES** (February 1, 2012) – The Screen Actors Guild Awards® continues its award-winning green initiative with the 18<sup>th</sup> Annual Screen Actors Guild Awards. The SAG Awards® have won the Environmental Media Association (EMA)'s Green Seal Award for the past three consecutive years – 2009, 2010 and 2011. This year, the Screen Actors Guild Awards surpassed its previous sustainable efforts by partnering with Patagonia Sur, Saunders Electric, Alteryx and Sandia National Labs to neutralize carbon emissions with a unique tree planting conservation project and provide clean/green power for various SAG Awards lighting and electrical needs.

Patagonia Sur is helping to offset the carbon dioxide emissions for all of the fuel and electricity usage, food, and transportation provided to and from the awards ceremony for the 2012 Screen Actors Guild Awards through its Reforestation & Biodiversity Project which plants native-species trees on degraded lands in Patagonia, Chile. Forty-five trees will be planted in the name of the SAG Awards to help remove carbon dioxide from the atmosphere, thereby helping to fight the threat posed by climate change.

After calculating the expected emissions from the show in advance, it has been determined that this initiative makes this year's 18<sup>th</sup> Annual Screen Actors Guild Awards a "carbon-neutral" event. The Screen Actors Guild Awards cares deeply about the threat posed by climate change and is proud to be making this tangible demonstration of a commitment to climate neutrality.

In addition, Patagonia Sur has made a generous donation to the SAG Awards Ceremony Auction currently available for bid now through 6 p.m. PT on **Thursday, February 2** at [www.sagawards.org/auction](http://www.sagawards.org/auction), by donating a luxury one-week stay for two at the exclusive Patagonia Sur Nature Reserve Membership Club. The winning bidder will experience a week of serene comfort, rustic elegance, breathtaking beauty, and boundless adventure in Chilean Patagonia with more than 100,000 acres of extraordinary and unique natural highlights—pristine coastal areas, scenic river valleys, soaring glacier-covered volcanoes and unspoiled wildlife habitats. Proceeds from The SAG Awards online auction benefits the SAG Foundation's children's literacy, actor assistance and educational programs.

The Screen Actors Guild Awards has also partnered with Saunders Electric, Altery and Sandia National Labs to bring fuel cell mobile lighting to the show for the second consecutive year. These hydrogen fuel cell-powered lights are a clean, quiet, and efficient alternative to the typically used diesel fueled generators and produce zero-emission electrical power. Hydrogen fuel cell generated power was also used to power red carpet security monitoring devices, computers and other electronics.

Along with these partnerships, the Screen Actors Guild Awards has committed to this green initiative through recycling, composting, online press kits, and digital screeners. In addition, the Screen Actors Guild Awards' transition to online ballots saved 300 tons of paper last year.

The 18<sup>th</sup> Annual Screen Actors Guild Awards was produced by Jeff Margolis Productions in association with Screen Actors Guild Awards®, LLC. For more information about the SAG Awards, SAG, TNT and TBS, visit [sagawards.org/about](http://sagawards.org/about), “like” SAG Awards at [facebook.com/sagawardsofficialpage](https://facebook.com/sagawardsofficialpage) and follow SAG Awards at [twitter.com/sagawards](https://twitter.com/sagawards).

**TO MEDIA:** Photos and graphics for the 18th Annual Screen Actors Guild Awards are available at [sagawards.org/media-pr/photos-and-artwork](http://sagawards.org/media-pr/photos-and-artwork). The 18th Annual Screen Actors Guild Awards press kit and nominee scorecard are available for download at <http://www.sagawards.org/media-pr/press-kit>.

**Jeff Margolis Productions in association with Screen Actors Guild Awards®, LLC**

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