

## **ERMP Press Release**

Raleigh, NC.

On February 14, 2015 Jessica Lucas, Miss Carolina Lily 2015, announced the start of the Eno Arbor Day Event for March 20<sup>th</sup>, 2015.

This annual event was founded by Eno River Media in 2015. Eno River Media sponsors the Miss Carolina Lily Talent Pageant.

The mission of the Miss Carolina Lily Talent Pageant is to promote health, fitness and inner beauty among women of all ethnic groups while producing positive role models for the community; to develop women that will promote self-confidence, self-worth, moral, academic and social support for our youth; and to recognize and support sustainable green initiative within the film and television industry and our state.

As part of the green initiative for the film and television industry, Jessica Lucas, Miss Carolina Lily 2015 is promoting the Arbor Day Holly Tree Planting event! Each year just before Arbor Day, the current Miss Carolina Lily takes to the web and promotes the purchase of a holly tree by participants in the North Carolina film and television industry. Once ordered, the kind folks at Nursery Seedlings Company will place an American Holly Tree seedling in the mail and it will arrive just in time to plant on Arbor Day.

Holly trees were selected to use upon the advice of many Master Gardeners in our state because they are evergreen, lending shelter and shade to the many animals in the outdoors and the berries can be used as food in the winter. It is a very sustainable native North Carolina tree!

At just \$6.00 a seedling, to include postage, this is a great deal for our North Carolina's environment and wildlife. Our industry is very committed to being a green industry so in North Carolina we demonstrate it on Arbor Day! Please join Miss Carolina Lily in making this year the best year yet.

Anthony Dowling, Executive Director of ERMP states; "Jessica Lucas as Miss Carolina Lily 2015 has done a wonderful hosting this first Arbor Day Event. Jessica's personal focus on animal care and wildlife has brought a sense of ownership to this project and we appreciate her efforts in supporting and promoting it greatly. Everyone at Eno River Media hopes this event will showcase the many green aspects of our industry and the benefits of having a thriving and growing film and television industry in our state."

### **About ERMP**

Eno River Media Production, established in March 1999, is dedicated to educate, facilitate and advocate the growth of the movie and television industry in North Carolina.

ERMP will accomplish this mission by educating, facilitating, nurturing and uniting independent North Carolina film and video makers, allied industries, civic and governmental organizations by propagating a network of industry professionals.

### **About Miss Carolina Lily**

The mission of the Miss Carolina Lily Talent Pageant is to promote health, fitness and inner beauty among women of all ethnic groups while producing positive role models for the community; to develop women that will promote self-confidence, self-worth, moral, academic and social support for our youth; and to recognize and support sustainable green initiative within our state.