

Lifestyles of the Green and the Famous

Green stars light up the New Year

When the end of 2008 strikes on December 31st and the famous illuminated ball drops in New York City's Time Square at midnight, it will happen thanks (in part) to the pedal power of **Nick Lachey, Leona Lewis, Michael Urie, Sean Paul, Natasha Bedingfield, Katie Couric, Project Runway** winner **Christian Siriano, Liza Minnelli**, and eco-activist **Gisele Bundchen**. They all rode stationary "snowmo-bikes" at the **Duracell Power Lodge** in Times Square this past month. Bundchen, recently engaged to football star **Tom Brady**, pedaled in support of her father's programs to supply clean drinking water in South America.

New York stored 230 hours of bike-riding energy to light the sparkling "2009" display on Broadway. So, how about Duracell partner up with fitness centers across the country so spinners and treadmill runners can also feed the grid?

Among the many celebrities involved in eco-initiatives, **Pierce Brosnan** may be the winning recipient of most green honors, including the Environmental Hall of Fame Awards recently handed out in Chicago. Brosnan, along with his wife **Keely Shaye Smith**, also received the Responsible Activism in Media and Entertainment at the Jane Goodall Global Leadership Awards for working with Global Green, Oceana, NRDC, and other eco-nonprofits.

"In the spirit of giving this holiday season," **Bronson requested on his blog**, "please consider making a small contribution to those in need." On his holiday gift list: The Jane Goodall Institute (and its **Roots and Shoots** program), American Red Cross, and Kauai Human Society. Brosnan funded environmental education, clean and safe drinking water to developing nations through portable water purifiers, and a spay-and-neuter program for animals in Kauai.

Kate Winslett's husband, **Sam Mendes**, director of *Revolutionary Road*, is shooting his latest project, *Away We Go*, using eco-practices, thanks to NBC/Universal's "Green is Universal" policies, Focus Features' commitment, and the advice of Green Media Solutions, an outfit that helps the film and TV industry make ecologically sensitive productions. The greening of energy, transportation, construction, and waste included impressive and easy efforts, like aluminum water bottles, biodegradable plastics, bio-diesel, and some hi-tech filming solutions. May many more in the biz follow in '09... Happy New Year!

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