

News Release: For Immediate Release

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Animal Rescue Media & Education Earns Earth Savers Institute Gold Eco Certification

NAPLES, FL., June 6, 2010 – The Earth Savers Institute, a Florida-based green education and certification firm, announced today it has awarded its Gold Eco Certification to Animal Rescue Media & Education (ARME). Specifically, ARME has been awarded a Gold Eco Certification for showing eco responsibility by striving to be an environmentally sustainable organization, for educating the public about animal suffering, and supporting those who are on the front lines fighting against animal abuse and bringing the horrors of animal abuse to the forefront.

ARME has just completed its second documentary *Skin Trade*, a feature film about the fur and fashion industries, featuring Jorja Fox, Rory Freedman, Rikki Rockett, James Cromwell, Dennis Kucinich, Ashley Paige, Todd Oldham, and more with music by Duran Duran and The Faded.

“At the Earth Savers Institute, we train people in green careers and how they can be better stewards of the environment, but we are also vegans and animal welfare activists and we support anyone who shares our mission to make the world a better place for all animals, human and non-human,” said Scott Cardinal, founder of Earth Savers Institute. “The easiest thing anyone can do if they care about nature, the environment, and the planet is to stop eating and wearing animal products.”

“This award is an honor to receive since it shows the shared vision of the environmental and animal protection movements,” said filmmaker Shannon Keith, founder of ARME. “We are grateful to Earth Savers Institute for this recognition as an eco-responsible organization.”

Skin Trade is ARME’s second documentary film. Its first, *Behind the Mask*, documents the animal liberation movement in the United States and the United Kingdom. This poignant work has won several awards and inspires people to make compassionate changes in their lives. True stories of animals saved from horrendous circumstances touch the heart, and interviews with rescuers inspire action.

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About ARME and Uncaged Films

Founded in 2004, Animal Rescue, Media & Education (ARME) is a nonprofit advocacy group and Uncaged Films is its production company. ARME was founded to rescue and place homeless and abandoned animals, as well as stop the problem at its roots through public education and outreach. Its first documentary feature, *Behind the Mask*, covered individuals who face jail, devastation, and even death for their activism through groups such as the Animal Liberation Front, Earth Liberation Front, Sea Shepherd Conservation Society, and Stop Huntingdon Animal Cruelty USA (SHAC USA). *Behind the Mask* has won best documentary feature in three festivals and multiple other awards. Filmmaker Shannon Keith is a Los Angeles-based animal rights attorney whose full-time work includes representing animal rights activists in the courtroom,

defending dogs on death row, and prosecuting animal abusers. For more information please see www.ame.tv and www.uncagedfilms.com.

About the Earth Savers Institute

The Earth Savers Institute is the largest green virtual school of its kind and the official training affiliate of Green Earth Corporate Kindness Organization (GECKO), which is a 501(C) 3 (tax-exempt) nonprofit corporation dedicated to helping businesses and nonprofits become better stewards of the environment. Their collective mission is to address the remarkable need for affordable environmental education and change assistance. For more information, email GoGreen@EarthSaversInstitute.com or visit www.earthsaversinstitute.com.

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