

isBreathing
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FATHER/DAUGHTER DUO SETS OFF ON FOOT TO DOCUMENT
SUSTAINABLE COMMUNITIES AND GREEN PROJECTS ACROSS
AMERICA

Ed and Wrenna Keller On Two Month Eco-Journey

Talk about a graduation present. Six months ago Ed Keller asked his 17 year old daughter Wrenna what she wanted to do after her high school graduation. "I want to backpack across America and visit sustainable communities with you" she said. Ed loved the idea and suggested videotaping the adventure. Little did they know that they would be creating the journey of a lifetime.

Ed is a videographer, documentary film maker and owner of Edify Productions. Wrenna is certified in Permaculture Design and was voted "Most Likely to Join the Peace Corp" at Ashland High School. On June 15th Ed and Wrenna are setting off on a two month journey across the country, documenting their exploration of permaculture farms, green businesses, sustainable communities and other socially relevant projects. Their purpose is to highlight what individuals and communities can do to make a difference in local culture, to the environment, and ultimately for the planet. They will spotlight those who walk their talk, those who are making sustainability a lifestyle, those who, one person at a time, are making a difference to the Earth.

Their project, *is Breathing*, explores how our personal choices affect our lives, our communities and our planet. It also refers to the fact that positive opportunities arise with every breath we take. Their website www.isBreathing.com is the connection to the world during their adventure. It will include a live streaming webisode each Sunday at 5:00 p.m. Pacific time. This will provide an ongoing opportunity for

people to interact directly, ask questions, and submit suggestions for places to visit, people to meet, and projects to explore. They will be blogging about their experiences and posting photos and videos along the way.

With a fluid agenda this intrepid duo will follow where their instincts lead, from small backyard gardens to large-scale alternative energy systems, and interview the extraordinary people who make them happen.

It was Wrenna's idea to set off without a car of their own, to overcome the common dependence on a personal vehicle, and to highlight their focus on sustainable living while reducing their carbon footprint.

Ed and Wrenna have also worked hard on a side project, competing in a national video competition. They finished among the top five finalists and are now poised to win the grand prize of \$10,000. Their qualifying entry was a rapid-fire description of the *isBreathing* project, shot in Ed's award-winning style of streamlined information blended with aesthetic visuals. The winner will be announced June 1.

Their launch party for this unique eco-journey is Sunday, June 7th at Havurah Shir Hadash, 185 N. Mountain Street in Ashland. The event begins at 7:00 p.m. This circus-themed fundraiser will feature local musician Cornflower and DJ Shakti Bliss along with other local talent. Rogue Valley businesses and residents are invited to sponsor/donate to *isBreathing* during Ed and Wrenna's travels. Sponsors will receive rich media exposure as members of a socially and environmentally conscious community.

Follow Ed and Wrenna Keller at www.isBreathing.com during this spectacular summer journey. Join the adventure!

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If you'd like more information on this topic, or to schedule an interview with Ed and Wrenna, please contact Jessica Vineyard at 541.951.4293. Photos available at www.isBreathing.com/media.html