

Eco Oscars Launched.....Never mind the Actors, here's the Real Superheroes....

The real heroes of the planet step up into the limelight on the same day as the Oscars with the announcement of the Eco Veggie Awards 2010, honouring the movers and shakers of the Green, Fair Trade and veggie circles – the people, organisations and products that are making a difference right now.

'The Eco Veggie Awards honour the real heroes, not the actors. This is not make believe, this is real life.' Says awards organiser Tim Barford from Bristol based hemp firm Yaoh. 'The threat of Climate Change, and the reality of poverty, injustice and environmental destruction, are there for us to deal with – this is the challenge to the generations of today. We aim to focus on the positive, not the negative, it's the only way forward to achieve solutions, and for this reason we are honouring some of the brightest and biggest achievers on the planet. For them, this is not a rehearsal.'

The movies are included – but not your usual Hollywood trash, the movies selected all carry a strong environmental message and include independent successes The Age of Stupid and The End of The line as well as better know films such as Avatar and An Inconvenient Truth.

Other categories include Best Campaigners (With Sea Shepherd, Greenpeace and Viva! amongst the nominees as well as various products including Best veggie product, Best fashion and Best beauty product.

The awards are voted for by the public and people can vote 3 times – once a month from March 8th up until midnight May 29th The winners of the ten categories will be announced on Sunday May 30th at The Bristol Eco Veggie Fayre.

To see the 10 categories and 10 Nominees in each, go to <http://bristol.ecoveggiefayre.co.uk/2010-nominations-and-categories>

To vote. Go to <http://bristol.ecoveggiefayre.co.uk/awards-vote>

Organised by Yaoh

Supported by Excellart, Veggie Vision and Foods For Life