

Red Carpet Green Dress Contest to Culminate at 84th Academy Awards[®]

Surprise Actress to Wear Winning Design

Contest Opens December 1st, 2011

Los Angeles, CA (November 15, 2011) – Red Carpet Green Dress today announced that **the 2012 contest winner will create a dress design to be worn on the red carpet for the 84th Academy Awards**, to be held on February 26, 2012.

The contest launches globally on December 1, 2011 and is open to submissions for dress designs that are both sustainable and red carpet worthy.

For contest information go to: <http://redcarpetgreendress.com/home/>

Red Carpet Green Dress is an international dress design contest started by Suzy Amis Cameron, environmental advocate and wife of Director James Cameron. The challenge is to create an Oscar[®] worthy dress made entirely of sustainable materials. The winner, chosen from participants across the globe, will get his or her “green” design worn on the red carpet at this year’s Academy Awards celebration.

“In just three years, Red Carpet Green Dress has become an internationally recognized design contest that honors both environmental consciousness and glamour,” **said Suzy Amis Cameron**. “This year, we are taking it to a whole new level. Not only are we unveiling the winning design on Oscar Night[®], but a remarkable actress will be wearing the winning design. I can’t wait for submissions to start rolling in, and I have no doubt we’ll see a spectacular gown that demonstrates beauty and sustainability can go hand in hand.”

“I am beyond excited to open this year’s Red Carpet Green Dress contest to submissions on December 1st 2011,” **said Red Carpet Green Dress Global Campaign Director Samata Angel**. “We are raising the stakes this year, with a very special actress wearing the gown at the next Oscars. This is a great opportunity to showcase rising fashion talent who understand that beautiful design can be done exquisitely and sustainably. It’s a fantastic challenge, and I am eager to see the designs that come pouring in from around the globe!”

Red Carpet Green Dress benefits MUSE School CA and MUSE Global – a non-profit Suzy Amis Cameron and her sister Rebecca Amis founded to provide resources to partner schools around the world. This includes assistance for basic school operations, curriculum development, and nutritious lunches for every student.

www.redcarpetgreendress.com

About MUSE School CA

MUSE School CA, Inspiring and preparing young people to live consciously with themselves one another and the planet. A non-profit, educational organization in Malibu Canyon, California, is dedicated to empowering children to realize the full potential of their lives through academic excellence, personal responsibility, compassionate relations, global consciousness and environmental awareness. On a 22-acre campus in Malibu Canyon, California, children from across the socio-economic spectrum are stimulated and empowered with experience-based learning. Bodies are nurtured with fresh organic foods and an honor for all living things, including the planet, is cultivated daily. The MUSE School CA Scholarship Fund enables us to provide financial aid to nearly 50% of our families.

About MUSE Global

MUSE Global – MUSE School CA's growing international education and outreach program – facilitates real-world friendships, deep cultural understanding and meaningful shared projects between MUSE School CA students and students at partner schools Mana Tamariki in New Zealand and Good Morning School on the Thai/Burma (Myanmar) border. The Global Program also provides educational and financial resources to a partner school with substantial needs, which the MUSE School CA Scholarship Fund supports 100% financially. In Mae Sot, Thailand, just across the Thai/Burmese (Myanmar) border, Good Morning School educates the children of migrant workers who have escaped genocide in Burma (Myanmar.) As MUSE works to help achieve a sustainable future, the children are sharing curricula, working cooperatively and experiencing the cultural appreciation that brings to life the concept of compassionate global citizenry.

<http://www.museschool.org>

##

CONTACT

Erin Allweiss – Campaign PR
erin@redcarpetgreendress.com
917 512 2118

Samata Angel – Global Campaign Director
samata@redcarpetgreendress.com

www.redcarpetgreendress.com