



**FOR IMMEDIATE RELEASE**

**PSA/MUSIC VIDEO (PARODY OF F\*\*KING MATT DAMON) BY ACTRESS JACLYN A. SMITH "JAX" TO BE SCREENED AT THE PROJECTING CHANGE VANCOUVER GREEN FILM FESTIVAL ON SATURDAY MAY 10<sup>TH</sup> AT 12 NOON**

*Vancouver April 5, 2008* – Actress and writer *Jaclyn A. Smith* "JAX" has written, produced, directed and starred in a PSA/Music Video "[Flicking The Lights Off](#)" in honor of Earth Hour. The PSA is being screened at the [Projecting Change Vancouver Green Film Festival](#) on Saturday, May 10<sup>th</sup> 12 Noon, at the Ridge Theatre, 3131 Arbutus Street at 15<sup>th</sup> Avenue. Jaclyn's PSA made its debut last month on the popular Vancouver talk show *Urban Rush*, has received over 2,000 hits on YouTube and is a parody of another very popular YouTube video by comedian Sarah Silverman and actor Matt Damon. Created to take a stand against the greatest threat our planet has ever faced, Earth Hour uses the simple action of turning off the lights for one hour to deliver a powerful message about the need for action on global warming.

Jaclyn organized and hosted her own Earth Hour 2008 event in Vancouver, the only event of its kind held in the city that day. The event boasted special guests including Greenpeace founder Rex Weyler and Dr. David Randle, Director of The Whale Center, had over 150 attendees and featured a live interactive Earth Hour Multicast in real time, courtesy of generous sponsor Heart in Action, Inc. This talented young actress is extremely passionate about and committed to causes such as Earth Hour and has pledged to continue her efforts to raise awareness about the need for less energy consumption in the future.

Projecting Change is an innovative organization that focuses on promoting Green and Sustainable Living through the use of entertaining and educational Film. Through the strategic use of engaging films and inspiring speakers they aim to increase awareness and promote change within our local community. Through these efforts all profits are invested back into local initiatives. The Film Festival features four days of film screenings from May 8th through May 11<sup>th</sup> interactive discussions after each film by select filmmakers and industry leaders, as well as various special events and activities.

Having worked in television, film and theater, Jaclyn most recently returned to the big screen as fan favorite Jill (aka "Jill the Thrill") alongside the comic genius of actor Eugene Levy in the latest chapter of the American Pie film saga, *American Pie: Beta House*. Her role as *Joan of Arx* on Canada's Space Channel has made her a fan favorite of sci-fi fans throughout the country. Jaclyn has performed for the stage with the Soupepper Theater Company, Motley Theater Company, Festival of Original Theater, Not 2B Confused, Players Academy and Artists Play Showcase. She is also a professional dancer, having studied with the Toronto Dance Theater, American Ballet Theater and Kirov Academy of Ballet. Jaclyn is represented by Lisa King and Michael King of King Talent in Vancouver and Toronto and Superior Talent in Los Angeles.

Founded in New York City in 2001 by CEO & Publicist Lisa Wartur, and based in Vancouver, [NoodleHead Productions](#) is an entertainment pr and multimedia publicity consulting firm with an international artist, celebrity and corporate clientele.