



Contact: Lisa Wartur

Email: lisa@noodleheadproductions.com

FOR IMMEDIATE RELEASE

GET YOUR SWEATER ON: JAX UNVEILS NEW VIDEO SHORT TO PROMOTE WWF'S 'NATIONAL SWEATER DAY' FEBRUARY 17TH

Vancouver February 16, 2011 – Producer, director, actress and environmental activist, [Jaclyn A. Smith](#) (aka “JAX”), wrote, produced and directed a new [inspirational video short](#) for World Wildlife Canada in honor of ‘[National Sweater Day](#)’, which takes place on Thursday, February 17th. World Wildlife is asking everyone to turn down their thermostats by three degrees for National Sweater Day. According to WWF, “Turning down the thermostat even a little can make a big difference in fighting climate change.” Get your sweater on today!!

Last year, Jax wrote, produced and directed four video shorts for World Wildlife Canada to help inspire viewers to conserve energy wherever and whenever possible. Jax uses humor to illustrate that energy conservation and respecting the environment can be fun! Three years ago, Jax’s PSA/Music Video “[Flicking The Lights Off](#)”, produced for WWF’s Earth Hour, attracted a lot of attention. That video, a parody of another very popular YouTube video by comedian Sarah Silverman and actor Matt Damon, made its debut on the popular Vancouver talk show *Urban Rush*, was screened at the 2008 Projecting Change Vancouver Film Festival and Vancouver’s Celluloid Social Club, has received thousands of hits on YouTube and has been posted on various Green sites and blogs. Jax’s videos can be viewed at: <http://www.youtube.com/justjax1>

Jax organized and hosted her own Earth Hour event in Vancouver in 2008, 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. Jax is 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.

Jax has worked in television, film, viral video, theater and dance. She starred in the short film *Glow*, which she co-wrote with the film’s director, Nicolas Kadima. She also appeared alongside the comic genius of actor Eugene Levy in two *American Pie* films. Jax was Joan of Arx on Canada’s Space Channel and has done smaller roles on *Eureka*, *Hiccups* and *Gone* starring Molly Parker. Jax has performed with the Souleppper Theater Company in Toronto and is a classically trained dancer who has studied with the Toronto Dance Theater, American Ballet Theater and the Kirov Academy of Ballet. Jax is also a talented singer and songwriter and her debut EP, *Elevator Goodbyes*, is now available on [iTunes](#) and [CD Baby](#). Jax is represented by Lisa King of King Talent. She is currently available for interviews and public appearances upon request.

NoodleHead Productions is an Entertainment/Cyber PR and Multimedia Publicity Consulting Firm with an international artist, celebrity and corporate clientele. For more information please contact Lisa Wartur at lisa@noodleheadproductions.com

###