

The logo for Noodle HEAD PRODUCTIONS features the word "Noodle" in a white, cursive script font on a black rectangular background. To its right, the word "HEAD" is written in a bold, white, blocky font with a black outline, also on a black background. Below "HEAD", the word "PRODUCTIONS" is written in a similar bold, white, blocky font with a black outline, set against a white rectangular background.

FOR IMMEDIATE RELEASE

ACTRESS JACLYN A. SMITH "JAX" HOSTING EXCLUSIVE UNPLUGGED EARTH HOUR EVENT SATURDAY MARCH 29TH AT GRACE GALLERY WITH LIVE GLOBAL INTERNET BROADCAST

Vancouver March 16, 2008 – Actress and writer *Jaclyn A. Smith "JAX,"* is hosting a special evening of art, food, drinks and live music...unplugged, to help support and raise awareness for the global movement, WWF's Earth Hour. Jaclyn will also be screening a special PSA, she wrote and produced just for this occasion. This exclusive event takes place on Saturday, March 29th at Grace Gallery & Narrow Lounge, 1898 Main Street @ 3rd. Doors open at 6:00p.m. The lights are scheduled to go out from 8-9 pm, but the night does not end there! Greenpeace founder Rex Weyler will be a special guest at the event. Jaclyn will be speaking with Dr. David Randle, Director The Whale Center, Global Healing and Friends of the UN over an online Earth Hour multicast in real time at 7pm and there may be a surprise celebrity or two making an appearance as well. Members of the press are welcome and encouraged to attend to cover this exciting event.

Generous sponsor [Heart In Action Enterprises](#) and [Jaclyn A Smith](#), in a collaboration with WWF's [Earth Hour](#) in Vancouver, present via the Internet a LIVE Interactive EARTH HOUR Multicast in real time. Multicast time: 9.00pm - 2.00am EST or 6:00 - 11.00 p.m. PST (earlier end time is possible) to enter online <http://multivsp.com/vancouverearthhour>

Created to take a stand against the greatest threat our planet has ever faced, WWF's 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. This simple act has captured the hearts and minds of people all over the world. As a result, at 8pm March 29, 2008, millions of people in some of the world's major capitol cities, including Copenhagen, Toronto, Chicago, Melbourne, Brisbane and Tel Aviv will switch off for Earth Hour.

Jaclyn is extremely passionate about and committed to causes such as WWF's Earth Hour, and has pledged to continue her efforts to raise awareness about the need for less energy consumption in the future. Having worked in television, film and theater, she most recently returned to the big screen as fan favorite Jill alongside the comic genius of actor Eugene Levy in the latest chapter of the American Pie film saga, *American Pie: Beta House*. Jaclyn's role as Joan of Arx on Canada's Space Channel has made her a fan favorite of sci-fi fans throughout the country. She has performed for the stage with the Soulepper Theater Company, Motley Theater Company, Festival of Original Theater, Not 2B Confused, Players Academy and Artists Play Showcase. Jaclyn is also a professional dancer, having studied with the Toronto Dance Theater, American Ballet Theater and Kirov Academy of Ballet. She is represented by Lisa King and Michael King of King Talent in Vancouver and Toronto and Superior Talent in Los Angeles.

Ashie Shahenool Hirji, Technology Activist and Visionary is the founder and President of Heart In Action Enterprises, New Media Social Enterprises and a subsidiary of Asita Informatica Inc., is a multimedia event production planner and an organizer of Live Interactive Multimedia Communication Multicast over the Internet, with the theme of "Power of Technology as Used by Youth to Make Changes in the Lives of Persons around the World."

Heart In Action Enterprises matches technologies and other resources with young people in developing countries and globally who have entrepreneurial and development ideas that can make a difference to local, national and global communities. Heart In Action's founder supports and profiles youth leaders and their projects by connecting them to high profile global leaders via affordable access with the next generation cutting edge secured multimedia communication, a live interactive multimedia platform in real time. Heart In Action's mission is to empower and inspire tomorrow's leaders and nurture solid leadership skills through mentoring utilizing the most current communication and educational technology tools available. In doing so, this enables them to achieve their purpose and realize their goals as they work to bridge the "digital divide". To date Heart In Action has produced 30 secured multimedia communication conferences with such organizations as the UN Environmental Programme, Waves Change, Global Healing, Alliance for a New Humanity and has featured celebrities such as, Dave Stewart, Deepak Chopra, Derrick N Ashong, Rex Weyler, Philippe Cousteau and Dr. Noel Brown.

Jaelyn A. Smith would like to acknowledge Dante De Cubellis for his support and incredible effort in making this event a reality and looks forward to their future projects together.

Scheduled to perform during the evening are renowned Vancouver comedian [Patrick Maliha](#), the band [Quest Poetics](#), singer/songwriters [Aidan Mayes](#) and David Morin, and courtesy of Jenn Ashton of [Rave on Studio](#), are [Scott Jackson](#), [Melissa Endean](#), [The Bella Donnas](#) and [Beth Southwell](#)

[Grace Gallery](#), the evening's venue, is an exciting new art gallery owned by Rachel Zottenberg, who has been amazingly generous in sharing her space for this event.

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.