

Earth Day 2030 🤖

Short Film / Feature Film
“The children shall inherit the Earth.
... And it’s a mess!”

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PRESS RELEASE

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Local Businesses Support Climate Change Mockumentary Area Sponsors Aid Production of Short Film “Earth Day 2030”

[ALBANY, N.Y., July 30, 2019—] Local filmmakers wrapped production on a short film about climate change with key support from area businesses. Capital district proprietors contributed food and lodging to the cast and crew for a four-day shoot of the mockumentary Earth Day 2030.

Two actors from New York City stayed at the Gardner Farm Inn (<https://www.gardnerfarminn.com/>), an historic farmhouse in Troy. “Our actors were thrilled to be able to relax at such a beautiful location after a long day on set,” said Earth Day 2030 Director Joe Murphy. “It really helped with their creativity.”

While on set, cast and crew were fortified with muffins and other baked goods courtesy of Cherrybook Kitchen (<https://cherrybrookkitchen.com>), a family of brands supplying organic and other healthy foods. The nationally-distributed, local company supplied a variety of allergen-free choices, which was particularly helpful for the biggest scenes, when the filmmaking group included two dozen adult and child actors, parents and crew.

Sustainable Table (<https://sustainabletable518.com/>), a personal chef service, provided several types of pasta salad, which were a hit with the kids and their parents. “The kids loved the pasta, and the parents liked that it was healthy, so it was a win-win,” recalled Murphy.

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Local Businesses Support Climate Change Mockumentary

Another popular item was the chicken enchiladas from The Food Florist (www.thefoodflorist.com), who prepare meals from scratch for sale at farmers markets, a food truck and other pop-up locations around the capital area. “It was really convenient,” said Murphy, “because we picked them up as a frozen entree at a farmer’s market in Delmar and heated them up two days later. The crew were really beat, and then hot enchiladas came out and everyone came to life again.”

The film was shot for three days at St. Matthew’s Church in Voorheesville and one day at Elm Avenue Park in Bethlehem. “St. Matthew’s was very gracious and made everyone feel at home while we were there,” said Murphy, “and the Town of Bethlehem also helped by granting us permission for our first production day at the park.”

Murphy said the support from these local businesses and community organizations made a difference in the making of the film. “For practical reasons it helped, because filmmaking can be strenuous with long days, and you need to be able to feed everyone and provide a place to stay for folks from out of town,” explained the director. “But more than that, everyone thought it was really cool that they believed in our message, that we need to come together to address the environmental challenges facing us, and it really inspired us to do give it our all and make the best movie we can.”

The movie aims to make the difficult topic of climate change more approachable through humor and inspire audiences to talk about solutions.

The filmmakers are collaborating with two local non-profits, the Anam Earth Center for Sustainability and Culture, an environmental education organization, and Upstate Independent Filmmakers Network, a hub for filmmakers, actors, screenwriters, and other media artists based in the Capital Region.

Murphy said he expects to have the film edited by the end of the summer. The filmmakers will then submit Earth Day 2030 to film festivals throughout New York and nationwide, followed by online distribution. They are currently accepting tax-deductible donations to pay for film festival fees and travel. More information about the movie, including a donation link, is available at www.earthday2030.com.

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