

Earth Savers' To Introduce a New Breed of 'Planeteers' based on Real Life Heroes

Earth Saver Is a Combination of Crazy Cut-Out Styled Animation, Thought-Provoking Stories and Inspiring Characters, all Working Together to Save the Planet.

Environmental pollution and global warming have reached an alarming rate. Realizing the dangers, many steps are now being taken on a government level. While every country is striving to incorporate greener laws and policies, their efficiency is insubstantial without much awareness on an individual level. In an effort to spread more public awareness in this aspect, Claes Lundin has created an inspiring six episode animated series, Earth Savers.

Earth Savers brings to attention the dangers and threats posed by pollution in a story-telling style. Each episode of Earth Savers introduces the audience to an inspiring character based on a real person and his/her motivational story. Capturing minds through well-written scripts and interesting cut-out animation, Earth Savers manages to provoke thoughts on matters that people usually tend to avoid.

According to Claes Lundin, the producer and brain behind the series, "If you take a look around, there is a lot of pro-environmental work going on, that most people are unaware of." You can say that we have found the next generation 'Planeteers' with realistic stories to tell, and a serious call to action. The world is now ready for films that portray optimism and ambition. "

Claes Lundin stressed upon the need to realize the current problems faced by the planet due to ignorance of past generations. "Will the next generation ever forgive our negligence, or will there be any next generation at all? These are the questions that need to be answered right this instance" added Lundin.

Each Earth Savers episode is fourteen minutes long (eight minutes versions also available) and focuses on one special cause. Among one of the issues raised in the series is the endangerment of Mountain Gorillas. Each episode has one main character that is based on a real life environmental hero, who has contributed greatly to the cause.

Live interviews and meetings were conducted with the real people who inspired each main character of Earth Savers. Appreciating their effort and contribution, Lundin said, "They are not superheroes, but their stories definitely have the power to not only touch and inspire the audience, but also motivate them to take action."

In order to make their message appealing for a larger demographic, Earth Savers is created using the popular cut-out styled animation. David Sandberg is the key animator and also the Co-director of the series. Sandberg's previous work includes "All Quiet Now" which won the "best film", "best script", "best sound" and "audience" prizes at the annual November Festival in Sweden 2006.

Sandberg found the genre of animated documentary to be an exciting one, “Animation not only allows you to show moments that could not be captured on film, but you have the unique ability to enter the minds of your subjects to visualize their fears, hopes and desires”.

Earth Savers is an international production. It is designed to be distributed to a global market. More information regarding the production team and the series can be found on the official Earth Savers website <http://www.earthsavers.se>



For more information contact Claes Lundin, producer Earth Savers
Email: [claes.lundin @clfilm.se](mailto:claes.lundin@clfilm.se)
Phone: +46 708 357 357