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One Parkway Building
1515 Arch Street
11th Floor
Philadelphia, PA 19102
PHONE: 215-686-2668
FAX: 215-686-3659
www.film.org
mail@film.org

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To Whom It May Concern:

I write to enthusiastically support the mission of **The Resource Exchange**, Philadelphia's first nonprofit reuse center and workshop space dedicated to promoting creative reuse, recycling, and resource conservation. I strongly support their goal to divert valuable materials from the waste stream and redirect them to artists, builders, educators and the general public.

We first began our work with Karyn Gerred, the Executive Director of **The Resource Exchange** in 2008, when she partnered with the Greater Philadelphia Film Office in our "Going Greener" Campaign by writing a green production guide for Greater Philadelphia called S.E.T.S (Setting Entertainment Toward Sustainability). This extremely valuable industry specific resource includes best practices, as well as local reuse, recycling, and green vendor listings, and is featured in our annual Greater Philadelphia Film and Video Production Guide and on our website (www.film.org/film/greenerSETS).

The Resource Exchange's first program, **reSETS**, targeted waste materials specifically generated from the entertainment industry. Within the first 6 months of the program's inception, approximately 5 tons of lumber, scenery, and set decoration destined for landfill was salvaged for reuse, and over 125 tons of additional material, previously considered "waste", was recycled.

We look forward to building an even stronger working relationship with **The Resource Exchange**, as they establish Philadelphia's first building and creative material resale facility. Their reuse and recycling services will provide strong financial, operational and environmental rewards for new productions evaluating where to site their next production. Establishing a retail reuse center in Philadelphia has broad support from many other industries as well, and they are currently running a capital campaign to raise funds and find a suitable location that will enable them to serve the larger Philadelphia community. It is my sincere hope that the Resource Exchange will grow and thrive, fostering a new sustainable production model that will reduce our industry's environmental footprint and help the entire Philadelphia community.

Sincerely,

Sharon Pinkenson
Executive Director