



Discovering what the “New Economy” is all about!

From wind power to organic wine making, **The Green Economy** features practical ways the green economy is at work. Business leaders of our country are recognizing the need to refocus on responsible and sustainable ways to improve our world. **The Green Economy** showcases these improvements at work. We present the concept that we are the stewards of our world, necessitating a wise and conscientious caretaking of our environment for future generations. At the same time, we give a sincere nod to the business models that provide the opportunity to execute these ideas.

The show is executed in a fun, fast-paced fashion. It features lively and often hilarious exchanges between the hosts and guests of the show.



the Green ECONOMY

Each week host's Andrew Mallory and Don McCoy search out the newest, hottest and biggest success stories in the Green Economy.

Who watches **The Green Economy**? Our viewers are affluent, educated men and women, ages 35 to 55. People who are taking more interest in the green economy and environmental issues or businesses that are looking for ways to step into green initiatives and alternatives. In either case, these are viewers who have buying power, both personally and professionally.

Each 30-minute show features 2-3 segments focused on a common theme. The feel of the show is a bit of "Dirty Jobs" and "How did they do that?"

It's a fun, A-political look into how businesses are making green practices a formidable part of their business plans in a competitive economy.

EPISODES INCLUDE:

- **Wood: Material of the Future and the Past**
- **Nuclear Energy: More for Less?**
- **Hybrid Shootout**
- **Air Freight: Flying High!**
- **Vegetarian Delight...The Best!**
- **Green Recreation**
- **Mass Transiting**
- **The Greenest Homes**
- **What Does Green Mean?**



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