

BACKGROUND

Wider impacts of *Superman & Lois* in British Columbia

Just one production can have a significant impact on the local economy. In addition to creating jobs and support for local business, productions can also make positive impacts in the communities where they film, and on the environment too. This backgrounder provides a spotlight on the wider impacts of *Superman & Lois* in British Columbia.

COMMUNITY ENGAGEMENT

The cast and crew of *Superman & Lois* are proud to support the communities in which they live and work. The production has contributed almost **\$50 thousand** in support of local community initiatives to date, through fundraising and sponsorship efforts across the Lower Mainland and surrounding area.

Highlights include:

- **CAD \$24,509 in support of nutritious meals, clothing and emergency shelter to those in need** | The cast and crew of *Superman & Lois* raised \$24.5K in support of the [Cloverdale Community Kitchen](#), as part of a one-week digital fundraiser in support of charities that provide refuge and hope in Canada and around the world. A departmental breakdown is available [here](#).
- **CAD \$14,000 to help the Greater Vancouver Food Bank provide healthy food for those in need** | *Superman & Lois* joined forces with casts, crews, and fans from 16 B.C. productions for the 9th Annual [REEL Thanksgiving Challenge](#). Coming in 5th overall, the production contributed over CAD \$14K to the Greater Vancouver Food Bank, helping the non-profit surpass its goal of raising \$200,000 in two weeks. For more information click [here](#).
- **USD \$5K in support of 126 hours of speech therapy for kids and families across the Lower Mainland** | A contribution of USD \$5K was made to the [Reach Child & Youth Development Society](#) on behalf of *Superman & Lois*. Actor Erik Valdez announced the funding on Giving Tuesday (November 30) to kick off the organization's [Gift of Speech Campaign](#) with 126 hours of speech therapy to support kids and families across the Lower Mainland. The campaign launch video is available [here](#).

SUSTAINABLE PRODUCTION

WarnerMedia productions like Warner Bros. Television's *Superman & Lois* employ best practices in green production such as cleantech (e.g. trailer battery power, LED set lighting, digital documents etc.), sustainable sourcing (e.g. FSC certified wood, compostable products, Ocean Wise seafood etc.) and waste reduction (e.g. material reuse, recycling, composting, food donations etc). Warner Bros. TV crews in B.C. manage their green production process by nominating a 'Green Lead' to spearhead efforts for their show, setting goals with department heads and partnering with local vendors to integrate more sustainable products and services.

Awards and Recognition:

- In 2021, *Superman & Lois* was among 8 BC-based Warner Bros. productions given a **Green Seal by the Environmental Media Association (EMA)**. | As the leading nonprofit recognizing sustainability in the media industry, the [EMA Green Seal](#) program acknowledges feature film and television productions that have implemented sustainable best practices to reduce their overall environmental impacts.

Working with Local Green Vendors:

- *Superman & Lois* has a partnership with local business [Keep it Green Recycling](#) to ensure more recycling of basic materials like paper, plastic, metal and glass, as well as more difficult items such as bulbs, batteries and pens.
- The production had zero styrofoam on set, composted all green waste at the local dump and collected recyclables during the duration of the production with the help of [MiniBins](#).
- Honeywagon and Hair/Makeup Trailers were rented from Big Top Rentals. These trailers can operate on battery power (solar and/or shore power charged) for several days during load in and prior to camera, helping to reduce the use of fossil fuels.

For a behind-the-scenes look at the Green Production Practices used on Warner Bros. Television shows in BC, including *Superman & Lois*, *Batwoman*, *Riverdale* and more, check out this short video: [WarnerMedia Sustainability on Set](#)

-30-

MEDIA CONTACT

Sydney Grieve
Director, Public Affairs & Communications
(647) 505-5504
sydney_grieve@motionpictures.org