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Headline: 'Avengers' stars Mark Ruffalo, Don Cheadle encourage Americans to 'Go Green' in new show

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Actors Mark Ruffalo (L) and Don Cheadle (R) are supporting a new digital home makeover series called 'Go Green,' available on YouTube. Image: AFP/Valerie Macon/Angela Weiss.

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While Donald Trump hopes to "Make America Great Again," the actors Mark Ruffalo and Don Cheadle hope to make it more "green." The "Avengers: Endgame" stars have a cameo in a new digital home makeover series called "Go Green," helping people in the United States to adopt more environmentally responsible lifestyles.

The web series, whose first episodes are already out on YouTube, was created by the production company Lucia Entertainment and co-produced by The Solution Project. The latter is a non-profit co-founded by Ruffalo which aims to fight global warming by giving grants to organizations working to deliver "equitable access to healthy air, water and soils" and "the transition to 100% clean energy."

Variety reported "Go Green" was initially intended to be a traveling show, taking in various locations in the U.S. However, the COVID-19 pandemic led Lucia Entertainment to adapt the show's format to fit the restrictions in place. The series was refocused on helping intergenerational families in Los Angeles find eco-friendly and energy-efficient solutions.

The first episode of "Go Green" follows Marcela, an educator seeking to make changes to her home and environment to improve her family's quality of life. The second episode follows Sonja, who works for the SCOPE LA non-profit and is looking to install greener climate control in her home.

"Our hope is that 'Go Green' can help every American, homeowners and renters from any walk of life, understand that they deserve — and can apply — clean energy solutions to their homes," said Leif Lindhjem, creator of Go Green and co-founder of Lucia Entertainment.

A 2019 survey from the Pew Research Center found that most Americans were changing at least one of their everyday habits to help protect the environment. At the time of the survey, the vast majority or 80% of Americans said they were reducing their food waste for environmental reasons, even if only 52% thought that doing so would make a big difference to the environment.

However, it seems that good intentions do not always bear fruit. While Americans generated an average 0.6 of a pound (approx. 272 grams) of food waste per day in 2000, this rose to 0.69 of a pound (313 grams) in 2017, according to figures from the Pew Research Center. CC

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