

Every Living Thing

Experiencing a Bioblitz



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CBC TV Airing Documentary on New Brunswick Biodiversity

On Saturday July 16th at 8pm (AT), CBC Television will premiere the documentary film, *Every Living Thing - experiencing a bioblitz*, on its *Absolutely Maritimes* series. The film is directed by Kent Martin and produced by Lloyd Salomone, with Flower Power Production Inc., a Fredericton based film and digital media production company.

The documentary takes you on an amazing journey of what it's like to spend four weeks over two summers exploring biodiversity - insects, plants, reptiles, mammals, fish, amphibians - that live in the Grand Lake Protected Natural Area in New Brunswick.

In this the UN Decade of Biodiversity (2011-2020), the filmmakers followed scientists associated with the New Brunswick Museum's BiotaNB program. This is a 20 year biodiversity research project that seeks to identify, study and preserve as many species in the province, before human encroachment and climate change intensifies.

Peter Hall, Senior Manager, Arts & Documentary Programming, CBC Atlantic, is delighted to air this documentary. "This is a very important topic that we hope will resonate with our audience. It is fascinating to learn about the world around us especially when that world is our own backyard in rural New Brunswick." said Hall.

Jane Fullerton, CEO, New Brunswick Museum, is proud of the work and impact of the BiotaNB program. Fullerton explains, "The NB Museum BiotaNB program brings together experts and students from across North America for an intense two week period of research, collection and documentation of our natural environment. The results of this activity will be used for scientific study now and in the future. To have a documentary produced about this process and aired on CBC TV is a tribute to the staff and volunteers that make this happen each year."

Kent Martin adds, "I am honoured to have directed this film. The scientists doing biodiversity research are truly committed to trying to understand and protect every living thing on Earth." Producing the documentary was a profound experience for Lloyd Salomone. "In a world where nature is under duress from all forms of human activity, I was humbled by the enormity of these scientists efforts to identify and preserve every species possible, as we race against climate change and extinctions," said Salomone.

Media Links

Watch Trailer: <https://vimeo.com/goodhearted/review/164414865/282362ba5e>

Learn More: www.everylivingthing.life

Facebook: <https://www.facebook.com/everylivingthingbioblitz/>

Twitter: <https://twitter.com/bioblitzdocfilm>

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