

Rolling Out the Green Carpets: Award Shows Go Green

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Sept. 14, 2009 - [PRLog](#) -- As more individuals become aware and begin to adapt to green and sustainable lifestyles, eco-friendly steps have been taken on a grander scale. High profile award shows have now adopted this trend, by kicking classic red carpets to the curb, and ushering in a new breakthrough known as the “green carpet”. Actual grass-like carpets or simple green pigmented carpets are surfacing at more and more glamorous events. From Young Hollywood talent to Bollywood’s greatest, several prestigious individuals have stepped foot upon these carpets.

Last August, the 11th annual Teen Choice Awards rolled out an eco-friendly carpet, made from synthetic grass. Miley Cyrus, Britney Spears, and the Jonas Brothers were just a few notable celebrities who left their mark on the green carpet that night. Synthetic grass is used for a variety of purposes, including home landscape, sports and athletic fields, pet turf, putting greens, and now, major award shows. Artificial Turf distributors, Synthetic Grass Warehouse (<http://www.syntheticgrasswarehouse.com>) and TigerTurf (<http://www.tigerturfworld.com>), supplied artificial turf for the event’s green carpet. The carpet itself was both innovative and strong in its eco theme, helping to bring green awareness to the younger generation of viewers.

Several thousand miles away, in Macau, the 10th annual International Indian Film Academy Awards took place. This event also sprawled out a dazzling green carpet. This carpet, though not composed of artificial grass material, was green in color to promote the eco-friendly theme, highly supported by the International Indian Film Academy. The IIFA is noted for its involvement with ecological issues, such as global warming, sustainable lifestyles, and even vegetarianism. Indian film actor, Amitabh Bachchan, is the brand advisor of the IIFA, speaking out and standing as a prominent green activist within the industry. Many Bollywood stars graced the carpet with their presence that night, including Vivek Oberoi, Manish Malhotra, and the cast of academy award winning Slumdog Millionaire.

Perhaps the greenest carpet to date is no other than the carpet rolled out for the 13th annual Global Green Millennium Awards. This synthetic grass carpet paved the way for several green-friendly celebs, including Adrian Grenier, Rosario Dawson, Billy Zane, and Arianna Huffington. The event, first established in 1996, recognizes innovators and inventors whose ideas encourage eco and environmental projects for communities globally. Some awards include the Entertainment Industry Environment Leadership Award, as well as the Community Environment Leadership Award. The event was held in Los Angeles and hosted some 350 guests for the night. Over \$500,000 was raised to support the initiatives concerning the green shift in local California schools.

The revolutionary shift from red to green carpet has been exhibited through noteworthy events globally thus far. As eco awareness is brought about on a smaller scale through individual households, significant industries are beginning to do their part in supporting the movement on a large-scale basis. Through the exposé of the green carpet at special events and award shows, society is not only catching on to a new trend, but being exposed to a strong message to become involved in the green movement. Perhaps the trend of the future will deem red carpets passé and out of touch with modern green standards.

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