



## Press release

### Mirlo Positive Nature takes part in the La Laguna Nature Film Festival

**07.05.2014.** Mirlo Positive Nature is participating in [Naturman](#), the La Laguna Nature and Mankind International Film Festival, which will be held on the Island of Tenerife, between the 12<sup>th</sup> and the 18<sup>th</sup> of May.

Naturman is much more than a film festival: it is a space that looks at the relationship between man and nature from all sorts of angles. It goes beyond the screen and brings together filmmakers, all sorts of collectives, companies and nature lovers.

Before the different films that have been scheduled are screened, those attending Naturman will be able to watch the video that tells the story of Mirlo, and the video about the #Coronaforestal2013 tree planting.

Mirlos's director, Yeray Martínez, will be giving a talk on Tuesday the 13<sup>th</sup>, as part of the festival, and he will be talking about sustainability, our life style, and Mirlo's proposition – life and leave a positive footprint on the world.

His chat will highlight the desperate situation as far as sustainability in the Canaries is concerned; we consume infinitely more resources than the islands can provide. Some years ago, research carried out by the Ministry for the Environment stated that we would need 11 archipelagos just like the once we have, to produce the resources that are consumed in the islands.

This is why Mirlo believes that it is important that we should consider a different life style, one that does not generate negative impacts on the environment due to excessive consumption, rather one that generates a positive impact. One way to achieve this is to increase the surface area given over to forests, which make it possible to increase the capacity of this territory to provide a home for more forms of life.

Within the framework of the festival, Mirlo has also been collaborating with the artist [ziREJA](#) in picking up rubbish on the Mesa Mota Mountain in Tenerife. This took place on the 26<sup>th</sup> of April last, and we coordinated the action and put over the philosophy of living and leaving a positive footprint on the world.

## **About Mirlo**

Mirlo Positive Nature is a company that was set up in Madrid in 2013 and is based in Santa Cruz de Tenerife. Its objective is to enlist the help of the public to undertake genuine environmental projects which make a positive impact on nature and society. Mirlo Positive Nature supports the seventh of the Millennium Development Goals (MDG) that the 189 member states of the United Nations agreed to attain by the year 2015: ensure environmental sustainability.

Mirlo's aim is to achieve this sustainability by generating positive ecological footprints. The first project to be launched on its Internet platform has to do with recovering the original forests of the Corona Forestal on the island of Tenerife, specifically the forests that cover the peaks of the Orotava Valley.  
<http://www.mirlo.co>

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