

Casting Call! Vancouver Flexible Plastic Straw Users For City of Vancouver Single-Use Item Reduction Campaign

Please Note: This casting call replaces one previously scheduled for March 9.

Date of Photoshoot and Videoshoot: Thursday, March 19 and Friday, March 20

A specific time for your shoot will be provided closer to the date.

Please reserve this period, or let us know your preference of times.

Please get in touch by Thursday, March 12 to confirm your interest.

Location: Various locations. Meeting point TBD (likely Chinatown, Vancouver).
All locations will be accessible.

About The Project: The City of Vancouver is launching a public-facing campaign to increase awareness of a new plastic straw by-law. Effective April 22, 2020, all food vendors are required to provide flexible plastic straws, individually wrapped in paper, to ensure that customers who are unable to drink without a straw, or have difficulty drinking, can safely consume beverages and nutrition (accessibility requirement). Also, as part of the by-law, there is a ban on all other single-use plastic straws.

We're seeking individuals to take part in a photoshoot and videoshoot for our public awareness advertising campaign designed to increase understanding of the rationale behind the plastic straw by-law.

About The Photoshoot: The photoshoot will take place at various accessible venues (at least three) around Vancouver. Accessible transportation between venues will be provided if required. Present at each shoot will be communications agency ZG Communications, art director Vida Jurcic, photographer Jimmy Jeong and videographer Farzine MacRae.

Models will be asked to be present for 4-5 hours during the photoshoot, with specific times provided closer to shoot date.

Shots will include people with visible disabilities socializing with people who do not have visible disabilities in restaurants, cafes and bars.

You will be asked to pose for photographs alone and with others.

Those selected for the video will be requested to share on camera why flexible plastic straws are important for them to safely drink beverages or consume nutrition, and will be filmed in the above-mentioned situations drinking with other models posing as friends and family.

Models Required: We're looking for individuals who rely on flexible plastic straws for accessibility to participate in this photo shoot.

Photos will include people with and without visible disabilities in most shots.

People of all ethnicities, religious groups, genders, ages, and body sizes are welcome.

Usage: Photographs will be used in online and print advertisements including but not limited to Transit Shelter Advertisements, Interior Bus and Skytrain Advertisements, Print Media Advertisements, Social Media Posts on Instagram, Facebook, Twitter and Weibo.

Photographer: Jimmy Jeong

Videographer: Farzine MacRae

Compensation: \$200 honorarium plus travel and parking expenses reimbursed.

To Apply: Email zoe@zgcommunications.com by **March 12** with your availability and a photo, or call **604 336 3822**. We will contact you within 36 hours to confirm receipt of the email and inform you of shoot hours **by Monday, March 16**.

When you are contacting us, please also let us know:

—Your age;

—Whether you require any assistance during the shoots, or with parking and travel;

—Any times during March 19 and March 20 when you are *not* available.

Questions: If you have questions, email Kai-lani Rutland kai-lani.rutland@vancouver.ca or call ZG Communications at 604 336 3822.