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# Adrian Grenier stars in Air New Zealand's latest safety vid

By **Rachel Debling** on February, 27 2018 | Inflight Entertainment



Promotional image for the new Air New Zealand safety video

Though perhaps most famous for his portrayal of Vincent Chase in TV's *Entourage*, Adrian Grenier is also known in philanthropic circles as a UN Environment Ambassador. Now Grenier is introducing his eco-friendly side to a whole new audience, thanks to his partnership with [Air New Zealand](#). Grenier, along with Scott Base research facility's scientists and staff, stars in the latest Air New Zealand safety video and uses the opportunity to educate a rapt audience on how Antarctica is being affected by the rising global temperature. The video was created with support from Antarctica New Zealand and New Zealand Antarctic Research institute, organizations that Air New Zealand has long collaborated with, supporting their ongoing, major study of ecosystem resilience in Antarctica's Ross Sea area.

"Visiting Antarctica has been a life-long dream, and I feel privileged to be part of one of Air New Zealand's world-renowned safety videos, particularly this one, which is so well aligned to my own commitment to environmental issues," said Grenier in a February 22 press release.

"Filming in sub-zero conditions was intense, but it was an adventure I will carry with me forever. One unforgettable moment was stepping below the ice shelf to see the underwater life beneath in a scientific observation cylinder drilled through the ice."

Air New Zealand General Manager of Brand and Global Content Marketing Jodi Williams praised the efforts taken by the crew to lessen the impact on the environment during the shoot as well as Grenier's enthusiasm for the project.

"Minimizing any potential environmental impact of the shoot was a key priority for us, so a tight crew of just six including Adrian traveled to Antarctica - without many of the extras you'd expect on a large-scale production," Williams said in a statement, adding that Grenier's "keenness to be involved 1

speaks to his genuine passion for this project which we hope will inspire more people to consider the impact of their decisions on the planet's future."

Antarctica New Zealand Chief Executive Officer Peter Beggs also commented on the project. "Air New Zealand is a committed supporter of Antarctic research, using its channels to highlight the value and importance of New Zealand's world-leading Antarctic science," he stated. "We're confident this project, which also includes a dedicated website and additional material filmed with scientists in the field, will help tell the story of Antarctica's significance worldwide".

For more information, check out a behind-the-scenes video of Grenier during the video's production below.

See the new Air New Zealand safety video below.