



BEAVER POWER

photographed by **Martin Esseveld**

Joe Ritter worries about the catastrophic effects of pollution. "There have been five mass extinctions on planet Earth. It's our fault number six is on its way," he explains. Troubled over this impending crisis, Ritter did the only thing he could: put his film career on hold and take matters into his own hands. Ritter has worked on 107 films. Most notably, he wrote the cult-classic, *The Toxic Avenger*, about a 98-pound nerd who transforms into a superhero after being exposed to toxic waste. Seven years ago he focused his attention on his clothing line, Beaver Power, whose mission is to educate a wide demographic on alternative energy and how to live in harmony with a delicate ecosystem. Ritter attacked this ambitious endeavor with lim-

ited resources while ignoring naysayers. Armed with his shrewd approach to overcoming obstacles honed over the years in the trenches of guerilla filmmaking, Ritter almost single-handedly built a clothing line that has since garnered national coverage for his cause. "I'm just an average Joe trying to do something positive for myself and the people around me."

For more information on alternative energy and the Beaver Power clothing line, visit www.beaverpower.com.

—Christopher E. Long