In addition to her work with poverty and hunger issues, Oregon’s first lady Cylvia Hayes also is very much an environmentalist.

So much so that she agreed to be turned into a “Wesen” monster (by special-effects makeup artists from NBC Universal’s show, “Grimm”) by joining the World Wildlife Fund’s Earth Hour global community and creating an “I Will If You Will” challenge.

The challenge is an effort to encourage positive action for the environment well beyond the designated Earth Hour itself. In return for being temporarily turned into a monster, Hayes is challenging 1,000 people to commit to unplugging unused appliances during the months of April and May.

Even when turned off, TVs and electronics can keep using electricity. This is called the “phantom load” and can increase electricity consumption and an electric bill by 10 percent. Hayes says we can stop wasting electricity and money by powering down computers, unplugging fully charged devices, and connecting TVs and stereos to power strips that can be turned off completely when not in use.

A crew from the Clackamas Community College Digital Media Program, lead by Director Andy Mingo, filmed the first lady’s challenge on short notice.

“We at the college share a vision with Clackamas County and the Governor’s Office of Film and Television that our economy’s recovery depends on the growth of sustainable industries of the future,” Mingo said. “More and more, with industries such as film production in Oregon, that future is now.”