



**FOR IMMEDIATE RELEASE**

*READY FOR SOME FILM FOR THOUGHT?*  
**NEW COLLECTION OF FILM SHORTS  
DIGESTS THE STATE OF OUR FOOD SYSTEM**

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NEW YORK, NY (October 5, 2006) – On Tuesday, October 10, 2006, Arts Engine releases **Media That Matters: Good Food**, a DVD and online collection of independent shorts that explore food and sustainability through humor, dramatic documentary storytelling and cutting-edge animation.

The first **FOCUS** release from the annual Media That Matters Film Festival, **Media That Matters: Good Food** follows the same highly successful and multi-platform distribution model established by the annual festival—the films will stream online, screen around the country and be distributed on DVD all year long. While the annual festival (now in its sixth year) presents films on a variety of social justice and environmental topics, the first FOCUS release explores one issue in depth, providing a variety of perspectives and serving as powerful inspiration to examine, debate and take action for a just, sustainable, and healthy food system. Renown populist Jim Hightower provides an introduction.

The World Premiere of **Media That Matters: Good Food** takes place on the evening of October 10, 2006 at the 10<sup>th</sup> annual Community Food Security Coalition Conference in Vancouver, a convening of hundreds of sustainable food system advocates, agricultural innovators and policymakers. October 10 also marks the launch of web streaming and the DVD release. Visitors to [www.mediathatmattersfest.org/goodfood](http://www.mediathatmattersfest.org/goodfood) will be able to watch the films online in their entirety and take action. Individuals, community groups, activists and teachers who are inspired to bring the collection to their community can get the DVD and download free tools to promote, facilitate and evaluate their screening.

The films come from around the U.S. and the U.K. and explore the many facets of our food system. “Asparagus! (A Stalk-umentary)” presents an intimate portrait of small farmers in Oceana County, Michigan whose livelihoods are being threatened by international trade policies. “Water Warriors” and “Food Justice: A Growing Movement” underscore that the right to affordable and sustainable food and water is a *human* right. Animated shorts “The Meatrix,” “Profit Cola” and “Terminator Tomatoes” take on factory farming, corporate advertising and genetically modified agriculture. (For a full list of films and descriptions see below.)

“Food is an issue that affects us all,” explains **Arts Engine’s Executive Director, Katy Chevigny**. “At this moment in history our food system is at a crossroads; on the one hand there is a burgeoning movement toward sustainability, on the other hand corporations have more control than ever over the food that we eat. We believe that Media That Matters: Good Food will add crucial perspectives to the international dialogue.”

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With support from the W.K. Kellogg Foundation, Arts Engine is working with a coalition of partners including **Slow Food USA, Chefs Collaborative, Brooklyn Center for the Urban Environment, The Food Project** and **Farm to School** to bring Media That Matters: Good Food to audiences around the country.

## **ABOUT MEDIA THAT MATTERS**

In its sixth year, the Media That Matters Film Festival is an interactive, yearlong celebration of short, high impact films on global warming, free trade, gay rights, sustainable agriculture and many other pressing social issues. During its highly-successful five-year history, Media That Matters has presented films that have gone on to catalyze national legislation, change corporate hiring practices, spur social action and inspire new filmmaking. As **Tim Robbins** puts it, "We no longer have to rely on major corporations for things to be seen. We have Media that Matters to distribute new material and new voices and new points of view."

## **ABOUT ARTS ENGINE**

Arts Engine supports, produces, and distributes independent media of consequence and promotes the use of independent media by advocates, educators and the general public. By fostering the production and use of independent film, video and new media, Arts Engine connects media makers and active audiences in order to spur critical consideration of pressing social issues.

## **ABOUT THE W. K. KELLOGG FOUNDATION**

The W. K. Kellogg Foundation was established in 1930 "to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations." Its programming activities center around the common vision of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and societal well-being; and has the capacity to be productive, and to help create nurturing families, responsive institutions, and healthy communities.

To achieve the greatest impact, the Foundation targets its grants toward specific areas. These include: health; food systems and rural development; youth and education; and philanthropy and volunteerism. With these areas, attention is given to exploring learning opportunities in leadership; information and communication technology; capitalizing on diversity; and social and economic community development. Grants are concentrated in the United States, Latin America and the Caribbean, and the southern African countries of Botswana, Lesotho, Malawi, Mozambique, South Africa, Swaziland, and Zimbabwe.

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## MEDIA THAT MATTERS: GOOD FOOD OFFICIAL SELECTIONS

### **The Luckiest Nut in the World**

8 MIN, MUSICAL  
DIRECTED BY EMILY JAMES, PRODUCED BY  
FULCRUM TV

A singing peanut and his gang of shelled friends explain that sometimes free trade is just nuts.

### **Asparagus! (A Stalk-umentary)**

6 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY KIRSTEN KELLY  
AND ANNE DE MARE

Journey to the "Asparagus Capital of the World" to discover why one little vegetable is so important.

### **Food Justice, A Growing Movement**

8 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY MARTINA  
BRIMMER AND ZORA TUCKER  
Farmers become activists in the fight for food justice in West Oakland, California.

### **Recycle**

6 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY VASCO LUCAS  
NUNES AND ONDI TIMONER  
Poet Miguel Diaz transforms poverty into cultivation in the middle of a Los Angeles street.

### **Inch By Inch: Providence Youth Gardens for Education**

8 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY ILANA  
FRIEDMAN  
Teachers and students in Providence, Rhode Island get their hands dirty and their lives enriched.

### **Terminator Tomatoes**

5 MIN, CLAYMATION  
DIRECTED AND PRODUCED BY SUZANNE  
TWINING  
A farmer and his daughter get in too deep with a crop of genetically modified tomatoes.

### **Young Agrarians**

8 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY JOHANNA  
DIVINE  
Young people plant the seeds for a sustainable future in this portrait of organic farming in California.

### **Profit Cola**

2:06 MIN, FLASH ANIMATION  
PRODUCED BY MARK FIORE FOR PARENTS'  
ACTION FOR CHILDREN  
All aboard! Ride the sugar rollercoaster with Profit Cola. Next stop: childhood obesity.

### **Water Warriors**

6:30 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY LIZ MILLER  
When water costs soar, residents of Highland Park, Michigan, demand to know who will foot the bill.

### **Don't Worry**

8 MIN, PUPPET EXPOSÉ  
DIRECTED BY EMILY JAMES, PRODUCED BY FULCRUM  
TV  
Find out how Sunny D and "that purple stuff" are marketed to children as young as three.

### **One More Dead Fish**

7:50 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY ALLAN AND STEFAN  
FORBES  
Handline fishermen fight to survive in a rapidly globalizing industry.

### **The Meatrix**

3:47 MIN, FLASH ANIMATION  
DIRECTED BY LOUIS FOX, PRODUCED BY FREE RANGE  
GRAPHICS IN CONJUNCTION WITH THE GLOBAL  
RESOURCE ACTION CENTER FOR THE ENVIRONMENT  
Will Leo the pig take the blue pill and remain in a fantasyland where quaint family farms produce food for our tables?

### **The Future of Food\***

6 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY DEBORAH KOONS  
GARCIA  
How did we get here? As food, science and capitalism have merged, our global food system is in peril.

### **Food for Thought\***

6 MIN, YOUTH DOCUMENTARY  
PRODUCED BY KIDS ON THE HILL  
Baltimore youth love to eat their fruits and vegetables.

### **Broken Limbs: Searching for the New American Farmer\***

8 MIN, DOCUMENTARY  
DIRECTED AND PRODUCED BY JAMIE HOWELL AND  
GUY EVANS  
Wenatchee, Washington is the frontline of the battle to save America's small-scale apple farmers.

### **Ripe for Change\***

7:33 MIN, DOCUMENTARY  
DIRECTED BY EMIKO OMORI, PRODUCED BY EMIKO  
OMORI AND JED RIFFE  
In a world where scarcity is the norm, our food system is ripe for change.

\* ONLINE ONLY

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