For Immediate Release:
Contact: Jamie Yuenger 608-397-7722
jamie@freshthemovie.com

FRESH PERSPECTIVES ON LOCAL FOOD: AN EVENING CELEBRATING YOUTH GROWERS
FRESH, a documentary film featuring some of the country’s leading specialists on sustainable agriculture, ignites an evening of discussion about urban chicken raising, film activism, the power of youth growers.

Boston, MA (May 10, 2010)— “FRESH Perspectives on Local Food: An Evening Celebrating Youth Growers,” brought to you by the Suffolk University Sustainability Committee, kicks-off a series of events celebrating Boston’s theatrical release of the documentary film FRESH on June 1, 2010, from 6pm-8pm, in the Function Room at Suffolk University Law School (120 Tremont St.). This kick-off event is focused on the most essential element of a sustainable food system: our next generation of farmers, activists, and food-crafters. FRESH’s unique distribution campaign is uprooting the traditional model for documentaries by partnering with organizations (including a thirteen-year-old beekeeper), to show how people can get involved with the message of the film.

The June 1st evening will begin with a screening of “Planting for Peace,” a 20-minute film co-written and edited by Mike Cermak and Boston-area youth. The film takes an up-close look at local young workers who are powering a new, urban food system. Following a short Q & A, thirteen-year-old Orren Fox will take the stage to share how he raises urban chickens and tends to buzzing honeybees (slideshow included), as well as what his Farm Club at school thinks about Boston’s potential. Visit his blog at: www.happychickenslayhealthyeggs.blogspot.com. Kristin Alvarez, incoming president of the Suffolk University Environmental Club, and Drew Love, intern for the Real Food Challenge, will speak about their involvement in changing on-campus food. The night will end with the trailer for FRESH and the distribution of FRESH film vouchers.

Tickets for the event are $12 and include a film voucher to see FRESH at the Brattle Theatre June 18-23. Tickets can be purchased online at www.FRESHthemovie.com, at the bit.ly http://bit.ly/dceEFI and at the door (space permitting). A portion of this event’s proceeds will benefit local sustainable food efforts.

Instead of presenting a message of doom and gloom, FRESH shines brightly with solutions and hope. The film celebrates farmers, thinkers and business-people across America who are working to create a new model for modern agriculture — one that embraces healthy, local food and that confronts today’s unresolved health and environmental issues. As Marion Nestle, author of Food Politics and What To Eat, states: “FRESH is just that—an upbeat and wonderfully fresh look at our food system and how to make it work better for the health of humans and the planet. It is a must see for everyone who eats.”

Among several main characters, FRESH features Milwaukee urban farmer and activist, Will Allen, the recipient of The MacArthur Foundation’s 2008 Genius Award and one of TIME Magazine’s 100 most influential people in America, and sustainable farmer and entrepreneur, Joel Salatin, profiled in Michael Pollan’s book, The Omnivore’s Dilemma.

FRESH (72 minutes) will screen at Brattle Theatre on the following dates and times: Fri, June 18: 5:30, 7:30; Sat, June 19: 3:00, 5:00, 7:15; Sun, June 20: 1:00, 3:00, 5:00, 7:15; Mon, June 21: 5:00; Tue, June 22: 5:30, 7:30; and Wed, June 23: 5:30, 7:30

Ticket prices range from $5.00 to $9.75, depending on the day and time of the screening. For more information, please phone Brattle Theatre at 617-876-6837. Brattle Theatre is located at 40 Brattle Street, Harvard Square, in Cambridge, MA. Tickets can be purchased on the FRESH website (www.FRESHthemovie.com) or at the box office of The Brattle Box office.

For more information and to view FRESH’s film trailer online visit www.FRESHthemovie.com.