POV Celebrates Earth Day with Premiere of Blockbuster Doc “Food, Inc.” on PBS, Nationwide “Potluck” Screening Events and Partnerships with Bloggers And “Earth-Friendly” Companies


“This absorbing film looks terrific and does a superb job of making its case that our current food ways are drastically out of whack.” – Ann Hornaday, The Washington Post

The national broadcast premiere of the Oscar®-nominated documentary Food, Inc. on Wednesday, April 21, 2010 at 9 p.m. on PBS’ POV (Point of View) series is just the start of nationwide activities and discussions about the food we eat every day. (Check local listings.) POV is partnering with bloggers, PBS stations, “earth-friendly” companies, schools, community groups and viewers to promote screenings, discussions and potluck parties; POV’s website, www.pbs.org/pov/foodinc, is offering online guides, educational materials and free gift baskets to expand the conversation. If you missed the broadcast, watch the film online in its entirety from April 22-29 at www.pbs.org/pov/foodinc.

Amy’s Kitchen, Branch, Equator Coffees and Teas, Greenfeet.com, HarperCollins Press, Magnolia Home Entertainment, Numi Organic Tea, Participant Media, Penguin Press, River Road Entertainment and Stonyfield Farms will donate products for POV Food, Inc. gift baskets to be given away to selected viewers and bloggers who participate in the POV Food, Inc. Potluck Campaign (see below).

How much do we know about the food we buy at our local supermarkets and serve to our families? Though our food appears the same as ever — a tomato still looks like a tomato — it has been radically transformed. In the blockbuster Food, Inc., producer-director Robert Kenner and investigative authors Eric Schlosser (Fast Food Nation) and Michael Pollan (The Omnivore’s Dilemma) lift the veil on the U.S. food industry, revealing eye-opening facts about what we eat, how it’s produced, who we have become as a nation and where we may go from here.

The POV website (www.pbs.org/pov/foodinc) offers viewers many opportunities to learn and participate:

- Invite your family and friends over for a healthy, delicious, affordable and sustainable potluck meal. Then watch Food, Inc. and discuss the many issues it raises. Visit the POV website (www.pbs.org/pov/foodinc/party_kit.php) from April 22 to May 3 to get planning tips and recipes and enter for a free gift basket. Gifts include autographed copies of Fast Food Nation and The Omnivore’s Dilemma, Food, Inc. DVDs, autographed Food, Inc. movie posters, recipe books and food items. POV will select gift basket recipients the week of May 3.

- Blog/Tweet/Facebook about your potluck — POV wants to know what you served, who joined in, what you thought of the film and what you talked about. Blog about your potluck and send us a link. Tweet @povdocs to tell us what you ate. Fan POV on Facebook and leave us a comment about your party.

- Food bloggers are joining the Food, Inc. potluck campaign by sharing recipes, reaching out to their readers, hosting potlucks and more. Bloggers, including the cooks behind use real butter,
Not Eating Out in New York, Thirty Bucks a Week and many more sites, are encouraging their readers to host potlucks and discuss the issues raised in the film. 
www.pbs.org/pov/foodinc/participants.php

Schools, community groups and PBS stations are holding Food, Inc. events that are open to the public, including:

- April 10, 1 - 6 p.m., Groundwork, Inc., Brooklyn, NY, Taking Care of Me/Health Day
- April 14, 7 p.m., Forbes Library, Northampton, Mass., Screening
- April 17, 2 p.m., Pima County Public Library, Tucson, Screening at Himmel Park Library
- April 19, 6 p.m., WBGU-PBS, Bowling Green, Ohio, Screening and Potluck
- April 18, 6 p.m. Urban Homestead, Pasadena, Calif., Screening with local-foods vegetarian potluck
- April 21, 4 p.m., Office of Civic Engagement, University of Minnesota, Duluth, Screening
- April 22, 6 - 8:30 p.m., What’s In Your Kids’ Food?, Washington, D.C., Screening, panel discussion, cooking demonstration with Georgetown University, DCPS Parent and Family Resource Center, WETA TV 26 and DC Central Kitchen

(For a complete list and information about how to host a local screening, go to www.amdoc.org/outreach_news.php.)

Potluck Sponsors:

Amy’s Kitchen produces delicious, nourishing frozen meals for health-conscious people too busy to cook. Amy’s food tastes so good because it’s made from the kind of real food ingredients that people use in their own kitchens…no MSG, no additives, no preservatives, no GMO’s and no trans fats.

Branch is an online store featuring the best in sustainable design for your home. Founded by a designer with a deep commitment to sustainability, Branch is your source for beautiful and thoughtfully made housewares, gifts, furnishings, and biodegradable tableware, including the WASARA collection.

Equator Coffees and Teas is a women-owned specialty coffee and tea company with a deep commitment to environmental and social responsibility. Equator’s empowered supply chain extends from crop to cup, and is backed by longstanding relationships with farmers, chefs and consumers who are passionate about quality.

Greenfeet.com is an established e-tailer of thousands of eco-friendly goods for home, garden and self, which is committed to providing quality, affordable goods designed to help simplify and green your life — all with a humorous slant. Green living does not have to be expensive or boring — we’ll show you how.

In 2001, HarperCollins Press published The New York Times bestseller Fast Food Nation: The Dark Side of the All-American Meal by Eric Schlosser, a groundbreaking work of investigation and cultural history that has changed the way America thinks about the way it eats.
Magnolia Pictures is the theatrical and home entertainment distribution arm of the Wagner/Cuban Companies, a vertically integrated group of media properties co-owned by Todd Wagner and Mark Cuban that also includes the Landmark Theatres chain, the production company 2929 Productions and the high definition cable network HDNet. Magnolia’s recent releases include such critically acclaimed films as the Oscar nominated documentary Food, Inc, Oscar winner Man on Wire, James Gray’s Two Lovers, Stephen Soderbergh’s The Girlfriend Experience, Bong Joon-Ho’s Mother, and Conor McPherson’s The Eclipse. Upcoming releases include Luca Guadagnino’s I Am Love, Oscar-winner Alex Gibney’s Casino Jack and the United States of Money, Neil Jordan’s Ondine, Shari Berman and Robert Pulcini’s The Extra Man, Dagur Kari’s The Good Heart, the hard-hitting nuclear weapons documentary Countdown to Zero, and many more.

Numi Organic Tea was founded in 1999 by brother-sister duo Ahmed and Reem Rahim to bring unique, high-quality Organic and Fair Trade Certified teas to consumers around the world. To create the purest tea on the planet, Numi is committed to sourcing directly from farmers only the highest quality, premium full-leaf teas and real fruits, flowers, herbs and spices without the added oils or flavorings (including “natural flavorings”) common to the market. Numi is a pioneer in sustainable business practices such as ethical sourcing, ecological packaging, carbon offsetting, and social enterprise.

Participant Media is a Los Angeles-based entertainment company that focuses on socially relevant, commercially viable feature films, documentaries and television, as well as publishing and digital media. For each of its projects, Participant creates extensive social action and advocacy programs which provide ideas and tools to transform the impact of the media experience into individual and community action. Participant's films include The Kite Runner, Charlie Wilson’s War, Darfur Now, An Inconvenient Truth, Syriana, Standard Operating Procedure, The Visitor, The Soloist, Food, Inc., The Informant!, The Crazies and Good Night and Good Luck.

In 2006, Penguin Press published The Omnivore's Dilemma, The New York Times bestseller that has changed the way readers view the ecology of eating. This revolutionary book by award winner Michael Pollan asks the seemingly simple question: What should we have for dinner? Tracing from source to table each of the food chains that sustain us — whether industrial or organic, alternative or processed — he develops a portrait of the American way of eating. The result is a sweeping, surprising exploration of the hungers that have shaped our evolution, and of the profound implications our food choices have for the health of our species and the future of our planet.

Formed by William Pohlad in 1987, River Road Entertainment is one of America’s leading independent production companies known for financing and developing unconventional films and documentaries that astonish, inspire, reveal and provoke. Beginning with the groundbreaking epic Brokeback Mountain, the company has produced an impressive slate of films, which include among others Into The Wild, Food, Inc. and the upcoming The Tree of Life.

Stonyfield Farm, celebrating its 27th year, is the world’s leading organic yogurt company. Its all natural and certified organic yogurt, smoothies, milk, cultured soy, frozen yogurt and ice cream are distributed nationally. The company advocates that healthy food can only come from a healthy planet. Its organic ingredient purchases keep over 100,000 farm acres free of toxic, persistent pesticides and chemical fertilizers that can contaminate soil, rivers and drinking water. Stonyfield also donates 10% of its profits to efforts that help protect and restore the Earth.

About POV:
Produced by American Documentary, Inc. and beginning its 23rd season on PBS in 2010, the award-winning POV series is the longest-running showcase on American television to feature the work of today's best independent documentary filmmakers. Airing June through September, with primetime specials during the year, POV has brought more than 275 acclaimed documentaries to millions nationwide and has a Webby Award-winning online series, *POV's Borders*. Since 1988, POV has pioneered the art of presentation and outreach using independent nonfiction media to build new communities in conversation about today's most pressing social issues. More information is available at [www.pbs.org/pov](http://www.pbs.org/pov).

**American Documentary, Inc. (www.amdoc.org)**

American Documentary, Inc. (AmDoc) is a multimedia company dedicated to creating, identifying and presenting contemporary stories that express opinions and perspectives rarely featured in mainstream media outlets. AmDoc is a catalyst for public culture, developing collaborative strategic engagement activities around socially relevant content on television, online and in community settings. These activities are designed to trigger action, from dialogue and feedback to educational opportunities and community participation. Simon Kilmurry is executive director of American Documentary | POV; Cynthia Lopez is vice president.

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