



New Thinking About What We're Eating

WATCH *FRESH* AT THE NEXT CINEMA POLITICA SCREENING ON FRIDAY, DECEMBER 2, 2011

Whistler, BC – November 25, 2011

“Maximum, short-run, production efficiency.” It’s the paradigm of industrialization, affecting everything we consume, including food. Input and output, economies of scale... it doesn’t work on everything. Meet the brave farmers, thinkers and business people in Pemberton B.C. and across America who are re-inventing our food system, at LUNA’s Cinema Politica screening of *Fresh* on Friday, December 2, 2011 at Whistler Public Library. Admission is by donation, and BYO mug for organic, Fair Trade certified tea.

Each of the farmers featured in the film has witnessed the rapid transformation of our agriculture into an industrial model, and confronted the consequences: food contamination, environmental pollution, depletion of natural resources, and morbid obesity. Forging healthier, sustainable alternatives, they offer a practical vision for a future of our food and our planet.

Among several main characters, *Fresh* features urban farmer and activist Will Allen, the recipient of MacArthur’s 2008 Genius Award; sustainable farmer and entrepreneur, Joel Salatin, made famous by Michael Pollan’s book, *The Omnivore’s Dilemma*; and supermarket owner, David Ball, challenging our Wal-Mart-dominated economy.

After the film will be a casual discussion led by Anna Helmer from Helmer’s Organic Farm. Come with questions, ideas, and stories of your own from Canada or abroad. Doors open at 6:30 p.m., film begins at 7:00 p.m.

Cinema Politica Whistler is presented by LUNA, Whistler Public Library and the Cinema Politica Network. Independent documentary films are screened and discussed, covering important socio-political, environmental, cultural and economic issues in Canada and worldwide, monthly from November 2011 until March 2012.

Admission is by donation and is open to everyone. Doors open at 6:30PM, films begin at 7:00PM with discussion and opportunities for action afterwards.

More About Cinema Politica (CP)

CP is the largest grassroots documentary screening network in North America. CP’s main objective is to promote, disseminate, exhibit and promote the discussion of political cinema by independent artists with an emphasis on works that tell stories underrepresented by mainstream media, including narratives around political struggles within Canada, and stories that deal with oppression and/or identity politics.

More About Late & Unique Nighttime Alternatives (LUNA)

LUNA is an innovative crime prevention and recreation strategy that has been shaping the future of our visitor experience and community life for eight years. LUNA programming contributes to a 20% reduction in alcohol-related calls to the RCMP.

www.lunawhistler.com

- END TRANSMISSION -

Media contact: Kiran Pal-Pross | LUNA Coordinator | 604 935 8372 | kpalpross@whistler.ca | www.lunawhistler.com