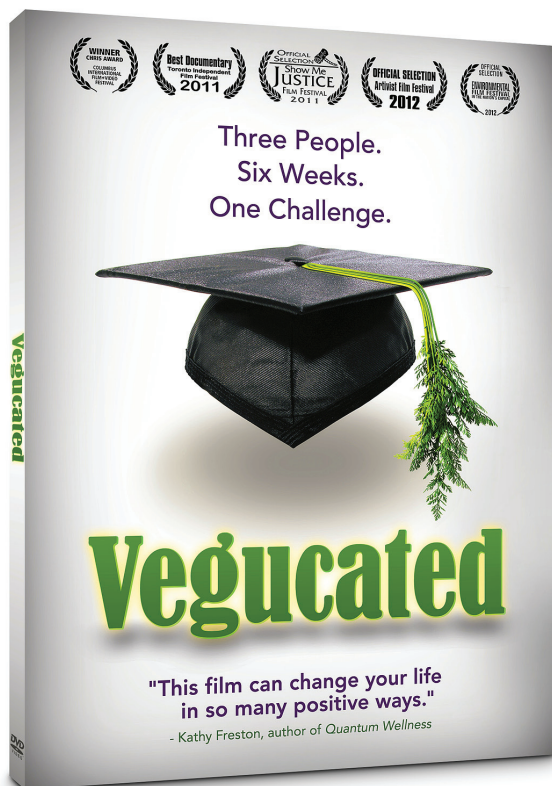


Get Vegucated LLC and Kind Green Planet present



Running time is 77 minutes. In English with closed captioning. Spanish subtitles.

Publicity

Liz Derringer

liz@derringermedia.com

(917) 593-3010

Screenings

screenings@getvegucated.com

All Other Inquiries

info@getvegucated.com



GetVegucated.com

PRESS KIT
page 1

SYNOPSES

Long 198-word synopsis

Vegucated is an award-winning, guerrilla-style documentary that follows three meat- and cheese-loving New Yorkers who agree to adopt a vegan diet for six weeks. There's Brian, the bacon-loving bachelor who eats out all the time, Ellen, the single mom who prefers comedy to cooking, and Tesla, the college student who avoids vegetables and bans beans. They have no idea that so much more than steak is at stake and that the fate of the world may fall on their plates. Lured with true tales of weight lost and health regained, they begin to uncover hidden sides of animal agriculture and soon start to wonder whether solutions offered in films like Food, Inc. go far enough. Before long, they find themselves risking everything to expose an industry they supported just weeks before.

But can their conviction carry them when times get tough? What about on family vacations fraught with skeptical step-dads, carnivorous cousins, and breakfast buffets?

Part sociological experiment, part science class, and part adventure story, **Vegucated** showcases the rapid and at times comedic evolution of three people who share one journey and ultimately discover their own paths in creating a kinder, cleaner, greener world, one bite at a time.

Medium 92-word synopsis

Part sociological experiment and part adventure comedy, **Vegucated** is an award-winning, guerrilla-style documentary that follows three meat- and cheese-loving New Yorkers who agree to adopt a vegan diet for six weeks. Lured by tales of weight lost and health regained, they begin to uncover the hidden sides of animal agriculture that make them wonder whether solutions offered in films like Food, Inc. go far enough. Before long, they find themselves risking everything to expose an industry they supported just weeks before, but can their convictions carry them through when times get tough?

Short 50-word synopsis

Part sociological experiment and part adventure comedy, **Vegucated** is an award-winning, guerrilla-style documentary that follows three New Yorkers who agree to adopt a vegan diet for six weeks. As they uncover the hidden sides of animal agriculture, they find themselves risking everything to expose an industry they supported just weeks before.

STILLS AND IMAGES

Find a bundle of nearly 20 images from the film, 10 related stills, plus our logo, current poster and other web graphics here: <https://www.yousendit.com/download/M3Bsd0VEMGM5eFg0WjIVag>



DIRECTOR'S STATEMENT

Food is culture. Food is emotion. Food is one way that we communicate our values, priorities, and ideals. It comprises a large part of how we interact with each other, and if you rock that boat by being different, then get your fork ready; whether you'd like to or not, you're about to get into a food fight. I like to call them "omniwars."

To me, **Vegucated** is about the shift that happens when you sit at one side of the dinner table, looking at the vegan on the other side with amusement, envy, or perhaps, slight horror. Then you receive some information or inspiration and suddenly find yourself on the vegan's side of the table, seeing the dinner in a whole new light.

That's what happened to me, growing up in Indiana, loving pork chops and ridiculing vegetarians—or rather, the one vegetarian I knew (sorry, Lorena!) Then I moved to New York and saw a documentary about animal agriculture, and my whole perspective shifted. Within two months I was vegan, and within a year I had dropped 15 lbs and had the vegan lay of the land. I could tell you where to find the best seitan skewers in NYC, and I could tell you that if you drove one hour in any direction from my childhood home, you could hit any one of 84 factory farms.

A whole world of opened up for me. I tried foods that I wasn't sure how to pronounce (It's "keen-wah") and ones that tasted way better than they sounded (Nutritional Yeast, I'm talking to you!) And even though I integrated myself quickly into the vegan community in NYC, I still felt isolated at times and misunderstood by friends and family who were trying to wrap their heads around this sudden change in me. How could I explain to them what I was going through? I teamed up with my vegan mentor Mary Max to organize grassroots screenings of award-winning documentaries about factory farming and vegetarianism around NYC. This volunteer work was so fulfilling that it led to a full-time job as the first employee of Mary Max's non-profit organization now known as Kind Green Planet. For the next few years, I co-organized screenings of films at colleges, law schools, churches, community centers and food co-ops all over the U.S. and Canada and saw what an impact one good film could have in creating a shift in consciousness.

But there was a story that was missing. There were no films that chronicled the day-to-day experience of going vegan. I wanted to see the shift in perspective, the physical changes, as well as the logistical, social, and emotional challenges and rewards that people experience when they adopt a completely plant-based lifestyle. There were also no vegan films that would make you laugh more than you'd cry. So I decided to make one.

My filmmaking challenges were: how to do it on very little money; how to convey the unpleasant sides of the animal agriculture industry without alienating people; how to convey urgency about environmental crises without sounding shrill; how to explain the science without putting people to sleep; how to offer solutions without being didactic and, instead, letting people come to their own conclusions, and how, in general, to address serious topics while keeping the film enjoyable and entertaining.

The answer, we discovered, lay in assembling the right team around us and choosing the right film subjects. Once we had cameras rolling on Brian, Tesla, and Ellen, we knew that entertainment value would be the least of our worries.

What we've ended up with is a watchable, accessible, honest, and, I believe, universal story about the challenges and the joys that come along with consciously putting one's actions in alignment with one's beliefs. It's also a timely story as we stand on the brink of an "alternative lifestyle" becoming solidly mainstream as more and more people choose plant-based living and more and more media outlets position it as a viable, common sense, and enjoyable solution to some of the greatest challenges of our time.

My hope is that this film will further the conversation about our culture and our relationship to animals, our planet, and our bodies through our food. I hope people who have started down a plant-based path will share it with friends and family and create more peace and understanding at the dinner table. And, of course, I hope that people who are curious about vegan living will embark on their own delicious and fulfilling adventures.

Marisa Miller Wolfson



PRODUCTION NOTES

“A mighty flame followeth a tiny spark.” – Dante Alighieri

The Spark

The idea for **Vegucated** was born in the theater, watching **Super Size Me** in the summer of 2004. For the prior year and a half I had been organizing screenings of food-related animal and environmental protection documentaries all around North America as outreach director of Kind Green Planet. Watching **Super Size Me**, I wondered, “what would it be like to see this process in reverse?” In other words, what would it be like to see someone happily scarfing down bacon cheeseburgers one week and eating vegan food, questioning everything the next?

I approached Kind Green Planet’s executive director Mary Max with the idea, and she immediately gave the project her blessing and came on as executive director. With neither of us having any experience in film, we naively thought it would take a year—possibly two—to complete the project. Little did we know, the average documentary takes roughly seven years from inception to completion and costs hundreds of thousands of dollars. As I write this exactly seven years later, I can’t help but wonder, if we had known then how much time, money, blood, sweat and tears, would we have started down this road? Probably not. Thankfully, we didn’t, and thus a film was born.

“...the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way. Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. Begin it now.” – Goethe

We Begin

In the fall of 2004 I received a “success grant” from the brilliant career and life coach Janice Hoffman, who helped get the ball rolling on our project. But it wasn’t until I brought overachieving NYU honors student/film major Frank Mataska on board as an intern in spring of 2005 that I had the confidence to start pre-production. He had the summer of 2005 free, and we knew it was now or never. We had to shoot that summer or wait until he graduated. We went for it.

Frank quickly proved that he was no intern; he was a full-fledged producer, throwing himself 150% into every task, including casting the project. We had set out to choose one person to go vegan for one month, interviewed 25 people we found through Craigslist and surprised ourselves by choosing three people instead of one. We figured, why give people the chance to write off our film subject, saying “that doesn’t represent my experience; I can’t identify with her/him”? So we chose three people from three different demographics, each with their own challenges in going vegan. We struck gold with Ellen, Brian, and Tesla, who are hilarious, candid, and so easy to relate to. We got an extra bonus in Ellen’s cute and thoughtful kids, Debbie and Mark.

We started shooting and realized that with our limited budget and small crew, we couldn’t capture some of the juicier, more private moments, so we gave the subjects camcorders to record more private, spontaneous experiences. We were grateful for this later when the subjects took their cameras with them on their vacations to New Hampshire, Honduras, and on a cruise to England. These vacations were also the reason why the vegan experiment went for six weeks instead of four. Some of the best footage was from their little camcorders, which captured both the real struggles and the unexpected victories along the way.

At that time, consumer camcorders and most professional cameras were all standard definition, and HD cameras were still quite new and expensive. With our shoestring budget, we leaned on a volunteer crew and rental equipment from DCTV to fill in the gaps when director of photography John Pierce and his team couldn’t make it to a shoot with his Canon XL2 and Sony Z1U.



"It takes a village to raise a child." – African proverb

It Takes a Village

It takes a village to raise a film, too. We were absolutely blown away by how many people came out of the woodwork to help us, offering free or discounted services because they supported the project and/or cared about the subject matter.

These included several shooters and boom operators in NYC, our entire Pittsburgh crew, sound guy Eric Milano (***Born Into Brothels***, etc.), Emmy Award-winning sound editor Joel Raabe, indie music database owner Malcolm Frances, composer Dave Fischhoff, musicians Moby, Joy Askeew, and Art Halperin, our animation team from Asterisk Animation, whose productions have won Emmys, Clios and BDAs, editor Sara Leavitt, associate editor Irina Abraham, editing consultant Ellen Goldwasser, creative consultant Jasmin Singer, and many, many more.

If people didn't contribute time and skills, they contributed cash. In addition to financial support from Mary and Peter Max and Kind Green Planet, we raised thousands from private individuals and received grants from In Defense of Animals, The Animal Welfare Trust, Culture and Animals Foundation, and VegFund.

Truly, if it hadn't been for the generosity of individuals and organizations, there would be no film.

"The real editing begins when you start to screen it." – Howard Lyman

Cutting and Re-cutting

By 2008, we had a rough cut and what we thought was a pretty darn good movie. Film subject and fellow activist-turned-filmmaker Howard Lyman had warned me that the real work begins when you start to screen it. But it wasn't until I joined The FilmShop (known then as "BFC Beta"), a collective of professional filmmakers that met weekly in Brooklyn, that I actually understood what he meant. They ripped it to shreds. And thank God they did. They convinced me to bring fresh eyes to the project, a true storyteller who could help revamp the beginning and shape the narrative. I brought on delightful, capable editing consultant Ellen Goldwasser, who had edited documentaries that had been nominated for Oscars and broadcast on PBS, Sundance Channel, and many other channels. We rewrote, reshot, and recut. It was much better.

Over the next two years, I worked with FilmShop and, for a brief stint, the Brooklyn Filmmakers Collective, a sister collective whose members' documentaries have been shown on PBS, HBO and been nominated for an Oscar. These collectives were pivotal when we were fine-tuning the fine cut and integrating final music, animation, and text design.

"When you're passionate about something, you want it to be all it can be. But in the endgame of life, I fundamentally believe the key to happiness is letting go of that idea of perfection." – Debra Messing

Letting It Go

After years of pre-screening and workshopping the film, we came to a realization that we could go on adding, changing, and tweaking it forever. It was time to let it be what it would be and get it out into the world.

In Summer of 2010, I brought NYC Vegan EatUP (part of meetup.com) organizer Demetrius Bagley on board to co-produce the marketing and release of the film. As leader of the 1500-member strong NYC Vegan EatUP, I knew he'd understand the needs of veg newbies and veg-curious folks. Plus, with a background in project management, event production, and marketing, he'd be a huge asset to the team.



Within a couple of months, FilmBuff, a curated digital entertainment service offered by Cinetic Rights Management, had heard about the film, seen the trailer, and approached us about working with them to help get the film find its digital audience. We signed with them in spring of 2011.

“To infinity and beyond!” – Buzz Lightyear

Getting It Out There

Digital distribution is an important part of our larger release plan to bring the film to people all around the world. We are forging partnerships with local non-profit organizations in key cities in North America and Europe for a DIY theatrical tour in Fall of 2011, leading up to our digital and DVD release in time for the holidays. Spring 2012 will bring opportunities for people to hold community screenings at their schools, churches, yoga studios, and even their living rooms in the form of screening party potlucks. We want to provide ways for people to come together in a safe space, learn and talk about the issues, and grow the veg-conscious community. We don't want to just create greater understanding around the reasons for going veg but also the challenges around it so that we can problem-solve in a way that helps ease people through these challenges.

If the production of the film is any indication of its effectiveness as a change-making tool, we're hopeful about its wider release. So far, numerous people have been inspired at some point during production or post-production process to go vegetarian or vegan, including our director of photography, a camera operator, an animator, our consulting editor, our trailer editor and trailer producer. And just about everyone else has said they were inspired to eat differently, even if they aren't 100% vegetarian or vegan.

We're excited for our first public sneak peek screening this July at Vegetarian Summerfest, where we shot life-changing scenes with our film subjects. Seven years, many edits, and a whole village later, we will be coming full circle and beginning a new chapter in this journey. Boy, what a ride...



KEY CREW

Marisa Miller Wolfson, Writer/Director/Editor

As a full-time food activist, Marisa has organized roughly 70 grassroots workshops and screenings of award-winning documentaries about healthy, humane, eco-friendly eating all across North America. She decided to tell a story that hadn't been told on film before and completed **Vegucated** with the help of colleagues at the FilmShop and the Brooklyn Filmmakers Collective. She borrowed heavily from her experience as a sketch comedian who has performed at the Chicago Improv Festival, Caroline's on Broadway, and the March for Women's Lives, where she shared a stage with Gloria Steinem. She has starred in award-winning short films and edited the documentary short **I [broken heart] NYC**, which screened at the Bushwick Film Festival and the Last Supper Film Festival. Her letters and articles have been published in **USA Today Magazine**, **The New York Times**, and **The Chicago Tribune**, and her PSAs on environmental and animal protection issues have been viewed by thousands. She has enjoyed vegucating the 1,600+ members of her free online coaching program Vegan at Heart, which was featured on Oprah.com. She's a founding member of the Sustainable Leadership Council of NYC and the NYC Foodprint Alliance and is the honored recipient of Farm Sanctuary's Farm Animal Friend Award.

Mary Max, Executive Producer

Mary is the founder and executive director of Kind Green Planet, the nonprofit animal and environmental protection organization that produced **Vegucated**. A longtime fan of film as an agent of change, she has helped bring such films as **The Witness** and **Peaceable Kingdom** to mainstream theaters in New York City. In addition to maintaining her popular email action alert service, Mary stays busy working to implement a New York State resolution that allows plant-based meals in all New York State schools. She relishes her role as an active board member of The Humane Society of the U.S., Humane USA-PAC, The New York Coalition for Healthy School Food, and The Community Fund for Manhattan, an initiative of the Manhattan Borough President Scott M. Stringer. She also enjoys serving on the advisory board for Vote Humane as well as on the advisory council of Farm Sanctuary.

Frank Mataska, Producer

While earning his Bachelor of Fine Arts in film at NYU Tisch, Frank worked in production at environmental documentary company Pangolin Pictures and the PBS news syndicate "In the Life." Upon graduation, Frank took his passion for environmental education to Jamaica as a Peace Corps volunteer, where he designed primary school curricula; empowered at-risk youth through eco-friendly, business ventures; and organized subsistence farmers around educational opportunities. Frank recently graduated from Johns Hopkins University School of Nursing with a Bachelor of Science in nursing, where he was given the school's Community Service Award.

Demetrius Bagley, Producer

Demetrius organizes and leads New York City Vegan EatUP, one of Meetup.com's Biggest 100 groups, promoting vegan community and cuisine. EatUP's history spans over nine years, 400+ events and more than 1,500 members. He actively works on NYC's Veggie Pride Parades, the NYC Vegetarian Food Festival and Sustainable Leadership Council NYC. He godfathered Veggie Conquest, an amateur vegan cooking competition akin to Iron Chef, plus produced the politically and financially successful New York League of Humane Voters' Gala 2009. He received the Committee for Effective Leadership's 2010 Award, plus New York State, New York City and US Senate accolades.

Sara Leavitt, Editor

Sara currently works at Pilot NYC, a production company that specializes in promos and web content. Previously she has been an assistant editor on television shows including **The First 48** and **No Reservations**, and documentaries for National Geographic. She also has edited programming at mtvU and various public television stations.



Ellen Goldwasser, Editing Consultant

Ellen Goldwasser has edited two Academy Award nominated films, including **Artists and Orphans** and **Speaking in Strings**, which was a Grand Jury nominee at the Sundance Film Festival. She also edited the acclaimed documentary **Mule Skinner Blues**, which was the first theatrical release for The Sundance Channel. Currently receiving distribution is **Standing Silent**, a documentary she edited, co-wrote, and co-produced that chronicles the story of an Orthodox Jewish reporter who uncovers a sexual abuse scandal in his community. She's now in the process of finishing the supernatural thriller **Playback** and the restorative justice documentary **In Our Son's Name**. Other films Ellen has edited include **Lives For Sale** (PBS), **Just Peck** (Showtime, 2011), **The Anatomy of Hate**, and **A Warrior's Heart**. She has also edited programs for HBO, Bravo, The Discovery Channel, Cinemax, CBS, NBC, TBS, Cartoon Network, Women's Entertainment, and Showtime.

John Pierce, Director of Photography

Richard O'Connor, Animation Director/Producer, co-founder of Asterisk Animation.

Brian O'Connell, Animation Director/Producer

Asterisk founding partner Brian O'Connell is an animation and live action director/producer whose work includes feature films, television series, documentaries, and web series. His productions have earned Emmys, Clios and Broadcast Design Awards as well as screenings at The Museum of Modern Art, The Art Director's Club of New York and the Ottawa International Animation Festival. Most recently he designed, produced and directed animation for an Emmy nominated two-hour special, 'The Buddha' on PBS. He's currently working on animation for a new PBS documentary about the co-existence of three diverse religions in medieval Spain.

Christina Capozzi Riley, Animator

Christina is a 2005 graduate from SVA with a BFA in traditional animation and has been working in the animation field professionally ever since. She has experience in everything from Traditional Animation, Design, Illustration, Story-boarding, Flash Animation, After Effects Compositing and more. As a side project in 2007, she and her husband combined both of their talents and created PetKaboodle.com, an online retail pet supplies store. You can learn more about Christina and follow all of her creative endeavors at <http://blog.pozzitoons.com>.

Jonathan Ackerman, Animator

Dave Fischhoff, Composer

Dave Fischhoff's love of sound first kicked in around age 8, with a cassette recorder and a young documentarian's desire to capture the highest quality recordings of flushing toilets, ringing telephones and screams of a taunted sister in his Indiana home. Now based in Brooklyn, Fischhoff has composed music for documentaries, short films and web-based media, running the stylistic gamut from acoustic Americana to ambient electronic, classical piano to hip-hop, and indie rock to found sound audio collage. He's also released three solo albums on the acclaimed indie-label Secretly Canadian and been known to DJ a dance party or two. His website: <http://fischhoffmusic.com>

CAST

Tesla Lobo, a 22-year-old college student who lives with her family in Queens, NY. Her Honduran mom thinks people will say Tesla is crazy if she doesn't eat meat. Tesla also doesn't like vegetables or beans, but she does like a challenge.

Brian Flegel, a bacon-loving, bartending bachelor from California who eats out most of the time and lives in Harlem. He thinks his German mother's cooking is the best and jokes that vegans are from outer space.

Ellen Mausner, a psychiatrist/stand-up comic who is raising daughter Debbie and son Mark as a single mom and rarely has time to cook. She loves kosher hot dogs but not the cholesterol they contain since she has heart disease in her family.



Also Featuring (in Order of Appearance):

Marisa Miller Wolfson, the narrator/vegan tour guide who leads Tesla, Brian, and Ellen down the vegan rabbit hole into a whole new plant-powered world.

Joel Fuhrman, M.D., a board-certified family physician who has helped thousands of patients prevent and reverse disease in his 20+ years of practice. His bestselling signature book **Eat to Live** has been reprinted more than 20 times and was recently revised and updated in 2011. Other books include **Fasting and Eating Your Health**, **Disease-Proof Your Child**, and **Eat for Health**. He gives the **Vegucated** film subjects a Healthy Eating 101 crash course and conducts medical tests on them before and after the six weeks to see how a vegan diet affects their blood pressure, cholesterol, and weight.

Julia Spagnoli, a former patient of Dr. Fuhrman's and triple heart attack victim who lost 80 pounds and regained her health on a nutrient-rich vegan diet. She tells Brian, Ellen, and Tesla about how she began a love affair with kale and other heart-healthy vegetables.

Kenneth Williams, a bodybuilder who bulks up on beans, tofu, seitan, tempeh, and other muscle-building plant foods for natural bodybuilding competitions. He shows Brian what a plant-powered athlete can do.

Jason Tracy, co-founder of OohMahNee Farm Animal Sanctuary, a haven for rescued farm animals in Pennsylvania. He introduces the subjects to some of the personalities on the farm, including Babe the rescued pig and Devlin the rescued sheep.

Cayce Mell, also a co-founder of OohMahNee Farm Animal Sanctuary. She shares some of the perks of raising a vegan child and takes Brian and Tesla on a tour they will never forget.

T. Colin Campbell, professor emeritus of nutritional biochemistry at Cornell University and co-author of **The China Study**, the bestselling book that sums up his research on the China Project, which is considered the most comprehensive study of health and nutrition ever conducted. What he discovered during the course of this 20-year-plus project challenged everything he thought about nutrition growing up on a dairy farm. He presents some of his findings and the findings of others that don't get as much attention from press or from policy makers who sit on committees that determine government nutrition recommendations. Having sat on some of these committees himself, he has special insight into some of the controversial reasons why this might be.

Stephen Kaufman, M.D., Chair of the Christian Vegetarian Association, is well-equipped to answer practicing Christian Tesla's questions about his interpretation of the Bible as it relates to eating and to a larger vision of a more compassionate world.

Howard Lyman, director of the documentary **Mad Cowboy**, the book under the same title, and a more recent book, **No More Bull**, was a fourth generation cattle rancher/feedlot operator from Montana who turned his family's small organic farm into a giant feedlot operation. He witnessed firsthand how factory farming destroyed his land and, over time, became a vegan advocate. He explains how our increasing global appetite for animal foods is "forking" the environment.

Milton Mills, M.D., Associate Director of Preventative Medicine, Physicians Committee for Responsible Medicine, sits down with Brian and Tesla to answer the inevitable question, "If animal foods are bad for us, why did we evolve to eat them?"

Jasmin Singer, vegan blogger from Our Hen House, and animal advocate **Moni Woweries** offer a shoulder to cry on and words of advice when Tesla struggles with the biggest challenge new vegans face.



REVIEWS AND QUOTES FROM INDUSTRY LEADERS

“**Vegucated** is a funny, entertaining and informative film — a must see.” – **Russell Simmons**, hip hop mogul

“This film can change your life in so many positive ways; it’s truly a must-see. What I love most is how Marisa Miller Wolfson presents interesting facts and compelling information in such a fun way that you barely notice you’re learning some big stuff! – **Kathy Freston**, author of best-selling books **Veganist** and **Quantum Wellness**

“Oh. My. Dog. What a great film! I’d highly recommend it to anyone who wants to raise their karma while lowering their cholesterol. You’ll laugh, you’ll cry, and you may find yourself wanting to make out with everyone in the film... if hilarious and inspiring is your thing. Crazy Sexy Grade: A for Awesome.”
– **Kris Carr**, author of **Crazy Sexy Diet**

“**Vegucated** is one of the most effective films I’ve seen about the myriad reasons everyone should consider a vegan diet.” – **Moby**

“**Vegucated** is astounding. Marisa Miller Wolfson has taken a topic of deep seriousness and made it somehow hilarious and playful whilst simultaneously being so informative and educational that it will change your life if you let it. This is an experiment with fascinating results. **Vegucated** is part expose, part slaptick, and all heart. I fully recommend that everyone I know and don’t know see this provocative and impeccably researched film. I’ve yet to encounter a documentary on this topic to be handled with such down to earth polish. Please see this film. It’s been made by the blood, sweat, and tears of a shero to mother earth and all its inhabitants.”
– **Chloe Jo Davis**, Girlie Girl Army

“I love this film. Not only does it cover the hows and whys of healthy, humane eating, but it captures the OMGs and WTFs of the transformation process. A must-see!” – **Rory Freedman**, author of **Skinny Bitch**

“... I found [**Vegucated**] to be the best film of its kind that’s ever been produced. Marisa has found just the right approach and tone to reach a mainstream audience and to inspire healthier, more environmental and more humane food choices without proselytizing or creating defensiveness. I found this film to be utterly masterful at achieving the perfect balance that will lead people to learn more about and modify their food choices while feeling enthusiastic about doing so. Creating a film about factory farming and veganism that is humorous, engaging, inspiring, shocking, thought-provoking, and completely compelling all at the same time is no small feat, but Marisa has done it. I am eager to use and share this film in my humane education work.”
– **Zoe Weil**, author and president of the Institute of Humane Education“

“**Vegucated** is the the perfect film to share with friends and family to explain why you’re vegetarian or vegan, because it doesn’t preach—it shows viewers what veganism is (simple, mainstream, ethical, and fun) in a compelling and non-dogmatic way. I will be giving copies to all my friends and family who are not yet vegan. Brilliant work — it blew me away!” – **Bruce Friedrich**, Senior Director for Strategic Initiatives, Farm Sanctuary

“**Vegucated** manages to do the impossible — it is funny, entertaining and at the same time fills the audience in on everything that’s wrong with the American diet, for our health, our planet and the animals who end up on our plates. – **Jasmin Singer**, Our Hen House

“**Vegucated** is like Super Size Me 2: what the average American can do to transform their health in reverse of what Morgan did eating fast food for 30 days! – **Alex Jamieson**, author of **The Great American Detox Diet** and co-star of **SuperSize Me** who nursed Morgan Spurlock back to health

“An important film that moves, inspires, and motivates. You will never look at food the same way again.”
– **Nathan Runkle**, Mercy for Animals



FESTIVALS & AWARDS

Vegucated world premiered on September 10th, 2011 at the Toronto Independent Film Festival, where it won **Best Documentary** and doubled the record for largest attendance at the festival.

After the sold-out U.S. premiere in New York City on October 13th, we took the film the next day to the Show Me Justice Film Festival in Warrensburg, Missouri, where we won over the hearts of our Midwestern audience.

In November, we premiered in Ohio at the Columbus International Film & Video Festival, which is the longest-running film festival in the country. There, we were thrilled to pick up a **Chris Award for best educational film**.

We started off 2012 with a bang at the Artist Film Festival NYC Tour. **Vegucated** screened as part of the Animal Advocacy Program and finished the evening with a panel discussion with NYC-based leaders in the field of animal protection.

In February, we were delighted to hear that The Cinema Verde Environmental Film and Arts Festival in Gainesville, Florida honored us with the **Best Food Issue award** for film tackling how our food choices affect the environment.

That month we also found out that we were accepted into the Environmental Film Festival in the Nation's Capital, which is the largest environmental film festival in the country. With 180 films to screen at one single festival, they got creative with venues and selected a high school for our screening venue. Thanks to the Georgetown Day School Environmental Club for co-hosting this full screening.

Now we're gearing up for screenings in Newcastle, Cardiff, and Leicester, three of the thirteen cities that will be part of the the UK Green Film Festival the weekend of May 18–20th. So honored to be a part!

