

Contact:
Katie Niederee – On behalf of Earth Day Dallas
214-891-7694
Katie_Niederee@richards.com



EARTH DAY DALLAS: ARTFULLY GREEN FILM SERIES
APRIL 21-22, FAIR PARK

The annual Earth Day Dallas (EarthDayDallas.org) festival in Fair Park on April 21 and 22 is hosting a stellar lineup of award-winning feature and short films sponsored by Planet Productions (PlanetProductions.net). Additionally, question-and-answer sessions with renowned filmmakers, advocates and experts will follow some of the films. Please see below for a full list of events and a summary of each film.

Saturday, April 21, Hall of State (Area 4)

- | | |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:15-Noon | <i>Second Nature: The Biomimicry Evolution</i> , followed by Q&A with biomimicry advocate Francis DellaVecchia |
| 12:15-2:15 p.m. | Environmental Visions Category Winner from the 2012 Dallas International Film Festival (DIFF), followed by Q&A with winning filmmakers moderated by Michael Cain of the Dallas Film Society |
| 2:30-3:35 p.m. | <i>Pipe Dreams</i> , followed by Q&A with Stephanie Cole , organizing representative for Texas Sierra Club |
| 3:50-5:45 p.m. | <i>Cafeteria Man</i> , followed by farm-to-school panel discussion with innovative chef and star of the film, Tony Geraci ; Dora Rivas , executive director of Dallas ISD Food and Child Nutrition Services; Brad Trudeau , director of production, equipment and procurement for Dallas ISD Food and Child Nutrition Services; and Leslie Hudson Needleman , founder and CEO of Diamonds on Your Inside |

Sunday, April 22, Hall of State (Area 4)

- | | |
|-----------------------|-----------------------------------------------------------------------------------------------------------|
| 10:30-11:15 a.m. | <i>Green Fire</i> (Short), followed by Q&A with conservation expert Steve Parrett |
| 11:35 a.m.-12:55 p.m. | <i>Mother: Caring for 7 Billion</i> , followed by Q&A with reproductive health expert Bill Ryerson |
| 1:15-2:20 p.m. | <i>Truck Farm</i> , followed by Q&A with <i>Truck Farm</i> star and composer Simon Beins |
| 2:45-4:45 p.m. | <i>Switch</i> , followed by Q&A with <i>Switch</i> director Harry Lynch |
| 5-5:55 p.m. | Dallas Film Society Student Film Contest, followed by Q&A with student filmmakers |

Contact:
Katie Niederee – On behalf of Earth Day Dallas
214-891-7694
Katie_Niederee@richards.com



Films

Second Nature: The Biomimicry Evolution by Guy Lieberman

Second Nature: The Biomimicry Evolution explores the emerging discipline of biomimicry, the science of emulating nature's best ideas to solve human problems. Set in the wilds of South Africa, the film follows biologist, author, and *Time* magazine "Hero of the Environment" Janine Benyus and The Biomimicry Institute team as they illustrate how organisms in the natural world can teach us how to be more efficient and sustainable engineers, chemists, architects and business leaders. Benyus brings a deep affection and admiration for the natural world as she guides the viewer toward a vision of a planet in balance between continued human progress and ecosystem survival.

Running Time: 25 minutes

<http://www.biomimicryinstitute.org/resources/resources/second-nature-the-biomimicry-evolution.html>

Environmental Visions Category Winner from the 2012 Dallas International Film Festival

See the first screening of the winning Dallas International Film Festival 2012 Environmental Visions Category film shown to the public. Will it be *Atomic States of America? Dirty Energy? Last Call At The Oasis?* Whether it's an overview of our current nuclear energy issues in the U.S., an update on the oil spill in the Gulf or how we confront the impending global water crisis, you won't want to miss this screening.

Running Time: 90 minutes

<http://diff2012.dallasfilm.org/>

Pipe Dreams by Leslie Iwerks

From Academy Award® and Emmy® nominated director/producer Leslie Iwerks, *Pipe Dreams* uncovers a story unfolding in the heartland of America: farmers and landowners fighting to protect their land, their water and their livelihood in what has become the most controversial environmental battle in the U.S. today—the Keystone XL Pipeline. Routed from Hardisty, Alberta, to the Texas Gulf Coast, this tar sands pipeline is set to cross the country's largest freshwater resource—the Ogallala Aquifer—and the fragile Sandhills of Nebraska, posing devastating consequences to human health, livestock and agriculture.

Running Time: 39 minutes

<http://pipedreamsdoc.com/>

Contact:
Katie Niederee – On behalf of Earth Day Dallas
214-891-7694
Katie_Niederee@richards.com



Cafeteria Man by Richard Chisolm

What does it take to reform school food programs and provide healthful, tasty meals to our nation's kids? *Cafeteria Man* takes a candid look at chef Tony Geraci's ambitious efforts to kick-start school food reform in Baltimore's public schools, a large urban district that serves 83,000 students. Responding to student protests about the terrible food being served, Baltimore hired Geraci as Food and Nutrition Director of the city's schools. Chef Geraci hatched a sweeping, multifaceted plan to transform not just what students eat, but their whole relationship to food. His bold plan included totally revamping the menu to feed students healthy meals made with locally sourced foods, teaching nutritional awareness, involving students in cooking and designing menus, creating school vegetable gardens, establishing a 33 acre teaching farm, and offering training and vocational opportunities in food.

Cafeteria Man follows Geraci for two years as he partners with a dedicated group of supporters to overhaul Baltimore's long-established, dysfunctional food program. The film is an inspiring example of the possibilities, as well as a realistic view of what it takes to successfully transform school food – a sustained effort by a broad coalition of parents, students, teachers, administrators and local farmers. The film includes appearances by food author Michael Pollan, first lady Michelle Obama, and assistant White House chef Sam Kass.

Running time: 65 minutes
<http://cafeteriaman.com/>

Green Fire (Short) by Steve Dunsky

Green Fire was produced in partnership with the Aldo Leopold Foundation, the Center for Humans and Nature, and the U.S. Forest Service. This short will give you a taste of Leopold's thinking, renewing his idea of a land ethic for a population facing 21st century ecological challenges. Leopold's biographer, conservation biologist Dr. Curt Meine, serves as the feature film's on-screen guide. *Green Fire* describes Leopold's profound influence on all arenas of conservation, drawing on Leopold's life and experiences and exploring the deep impact of his thinking on conservation projects around the world today. Through these examples, Leopold's ideas challenge viewers to contemplate their own relationship with the land community. This viewing will feature the trailer version of the film.

Running Time: 13 minutes
<http://www.greenfiremovie.com/>

Contact:
Katie Niederee – On behalf of Earth Day Dallas
214-891-7694
Katie_Niederee@richards.com



Mother: Caring for 7 Billion by Christopher Fauchere

Mother breaks a 40-year taboo by bringing to light an issue that silently fuels our most pressing environmental, humanitarian and social crises – population growth. It is a critical time to talk about this subject, as in 2011, the world’s population will be seven billion. At the same time, talking about population has become politically incorrect because of the sensitivity of the issues surrounding the topic – religion, economics, family planning and gender inequality. Yet, it is an issue we cannot afford to ignore as one billion people still suffer from chronic hunger.

Running Time: 55 minutes
<http://www.motherthefilm.com/>

Truck Farm by Ian Cheney

Truck Farm is a whimsical, musical documentary about the quirky world of urban agriculture. After filmmaker Ian Cheney, also known for *King Corn*, plants a garden in the back of his pickup truck, he and the Truck Farm set out to explore the rooftops, barges and windows that represent New York City’s newest edible oases. Can these urban farmers feed a city? Can the old Dodge and its crops survive the winter? Featuring time machines, Victorian dancers, physicists, nutritionist Marion Nestle, chef Dan Barber and explorer Henry Hudson. Blending serious exposition with serious silliness, *Truck Farm* entreats viewers to ponder the future of urban farming, and to consider whether sustainability needs a dose of fun and whimsy to be truly sustainable.

Running Time: 43 minutes
<http://www.truck-farm.com/>

Switch by Harry Lynch

Energy is the foundation of modern life. Our transportation, global commerce, food and water, housing, medicine, communications and computing all depend on it. Yet energy is in a sweeping period of transition. Renewables are entering the landscape. Unconventional gas and oil are changing our ideas of supply. Opinions on nuclear are shifting. Carbon concerns may, or may not, affect global production and consumption. What does the future of energy really hold? Join energy visionary Dr. Scott Tinker on a spectacular global adventure to find out.

Filmed in 11 countries, *Switch* is the first truly balanced energy film, embraced and supported by people all along the energy spectrum – fossil and renewable, academic and environmental. It’s part of the Switch Energy Project, a film, Web, and educational effort designed to build a balanced national understanding of energy.

Running Time: 98 minutes
<http://www.switchenergyproject.com/>

Contact:
Katie Niederee – On behalf of Earth Day Dallas
214-891-7694
Katie_Niederee@richards.com



Dallas Film Society Student Film Contest

For the past three years, the Dallas Film Society Student Film Contest has supported Texas schools and student filmmakers. This year, a total of 67 high school and college students submitted energy-related films for a chance to win film editing software, funding for their school, and the chance to screen their film at the 2012 Dallas International Film Festival. Plus, the top three films in each category will be screened at the festival.

Running Time: 30 minutes

<http://www.txstudentfilmcontest.com/>

About Earth Day Dallas

Earth Day Dallas begins April 21, 2012, with a two-day festival at Fair Park. Events will focus on entertaining, inspiring and educating North Texans with various ways to think, work and live green by showcasing emerging green technology, providing eco-friendly family activities, presenting enlightening lectures from environmental leaders, hosting a variety of musical acts and much more. Find out more at EarthDayDallas.org, follow us on Twitter at [@EarthDayDallas](https://twitter.com/EarthDayDallas) or visit our [Facebook page](#).

###