

# THE MEATRIX

## **About:**

The Meatrix, [www.themeatrix.com](http://www.themeatrix.com), is a humorous 4-minute Flash animation that spoofs The Matrix films and highlights the problems with factory farming. Instead of Keanu Reeves, The Meatrix stars a young pig, Leo, who lives on a pleasant family farm... he thinks. Leo is approached by a trench coat-clad cow, Moopheus, who shows him the ugly truth about agribusiness, complete with a send-up of the "stop-motion" camerawork immortalized by the Matrix. The mix of humor, pop culture references, and an important message clearly resonates with a wide segment of the web-using public.

In early 2003, web and design firm Free Range Graphics invited nonprofit groups from around the country to submit proposals for their first-ever Free Range Flash Activism Grant. After reviewing over 50 proposals, Free Range awarded the grant to the Sustainable Table division of GRACE, a program committed to educating the public about factory farms and promoting sustainable agriculture.

With background material provided by Sustainable Table, the Free Range Graphics team created The Meatrix film. Their decision to spoof The Matrix was based on the many similarities between the film and today's corporate system of agriculture.

Less than three months after the November 3rd, 2003, release, over 4.2 million people viewed The Meatrix, including individuals in Europe, South America, Canada, Mexico, Australia, New Zealand, China, Korea and Japan. And over two years after release, more than 200,000 new people continue to watch the film each month. This is an unprecedented success for an online advocacy film.

The Meatrix has been so successful that emails continue to pour in asking for offline copies to be shown at schools, presentations, conferences, festivals and events. The film has won several awards, including the Annecy International Animated Film Festival's iNetsurfers Award for Short Films for the Internet and the Media That Matters Film Festival's Film for Thought award. The Meatrix has also been accepted into film festivals around the world.

Foreign language versions have been created for The Meatrix, including Polish, Spanish, French, German and Brazilian Portuguese. The script has been translated and subtitled in over 30 languages, including Russian, Japanese, Italian, Mandarin and Greek. Groups around the world have responded, and 11 separate action pages have been created, including ones for Canada, Australia, Brazil and Poland, as well as a general European Union section.

Press coverage has included Bill Moyers NOW program on PBS, USA Today, CNN Headline News, the Guardian (UK), the Canadian Broadcasting Corporation, NPR, MichaelMoore.com, and many other newspapers, magazines and radio shows. The film even reached the top of Blogdex.net's 'most contagious information currently spreading in the weblog community' and has been featured on thousands of blogs, message boards and listservs.

Sustainable Table is a program dedicated to educating the public about issues surrounding factory farming and to promote sustainable food in fun, exciting and innovative ways. Sustainable Table is a program of GRACE, an organization that works to link research, policy and grassroots communities to provide information and promote solutions to preserve the planet for future generations. Contact Sustainable Table @ 212-991-1930, [info@sustainabletable.org](mailto:info@sustainabletable.org).

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