

# MEATRIX II: REVOLTING

**About:**

In an age characterized by mechanization, there exists a large gap between our illusions about where food comes from and the stark reality of industrial meat and dairy production. Enter The Meatrix films, a series of short animations that explore this disconnect between food production and consumption. The Meatrix II: Revolting is the follow up to the original smash hit, The Meatrix, a critically acclaimed exposé of industrial farming.

Originally produced in 2003, the first Meatrix film broke new ground in online advocacy, creating a new vehicle in which to educate, entertain and motivate people to create change. Over 10 million people have watched the first Meatrix, thus laying the groundwork for the follow up film The Meatrix II: Revolting.

Simultaneously spoofing the popular Matrix films while educating consumers about the dangers of factory farming, much of the film's success has been attributed to its creative combination of humor, parody and pop culture references; a combination that challenges stereotypes and changes the definition of activism to bring the concept of sustainability to a wide audience of mainstream consumers.

The series features three superhero farm animals including Leo, the young pig who wonders if he is "the one," Chickity, the feathered family farm defender, and Moopheus, the trench-coat clad cow with a passion for green pastures.

The sequel promises to deliver even more action, adventure, and humor than the first as the three plunge into the revolting reality of industrial dairy farming. With a worldwide audience that only continues to grow, and translations into over 25 languages, as well as a 2005 Webby Award, an Environmental Media Award and acceptance into film festivals around the globe, The Meatrix has been an incredibly successful tool for raising interest in Sustainable Table's unique goals and projects.

Watch both films at [www.themeatrix.com](http://www.themeatrix.com) and [www.themeatrix2.com](http://www.themeatrix2.com)

The Meatrix II: Revolting was produced by Sustainable Table ([www.sustainabletable.org](http://www.sustainabletable.org)) and Free Range Studios. Sustainable Table is a consumer campaign launched to help fill the gaps in the sustainable food movement, and to help direct consumers to the leading organizations working on the issue. Free Range offers top-quality design and Flash animation services to companies and organizations whose vision goes beyond turning the world into a strip mall.