

MEATRIX II: REVOLTING

Synopsis

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 sequel to the original smash hit, The Meatrix, a critically acclaimed exposé of industrial farming.

Simultaneously spoofing the popular Matrix films while educating consumers about the dangers of factory farming, much of The Meatrix'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 growing audience of over 10 million viewers worldwide, 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. www.themeatrix.com and www.themeatrix2.com

250 Words

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125 Words

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3 Line

The Meatrix II: Revolting is the sequel to the award-winning smash hit The Meatrix. The film, a humorous spoof on the "Matrix," takes a look at the gap between our illusions about where food comes from and the reality of industrial meat and dairy production. www.themeatrix.com, www.themeatrix2.com.