

# THE MEATRIX

## **The Meatrix-**

Created by Free Range Studios ([www.freerangestudios.com](http://www.freerangestudios.com)) for GRACE's Sustainable Table program ([www.sustainabletable.org](http://www.sustainabletable.org)), *The Meatrix* is a humorous 4-minute Flash animation that spoofs *The Matrix* films while drawing attention to the problems caused by 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 the way animals are raised for food today, complete with a send-up of the "stop-motion" camerawork immortalized by the Matrix. At the end of the movie, viewers are directed to an "action page" which provides additional information about factory farms and encourages consumers to support local family farmers and purchase sustainably-raised meat, poultry, dairy and eggs through the Eat Well Guide ([www.eatwellguide.org](http://www.eatwellguide.org)).

## **The Meatrix II: Revolting-**

*The Meatrix II: Revolting* is the sequel to the original smash hit, the critically acclaimed exposé of industrial farming, *The Meatrix* ([www.themeatrix.com](http://www.themeatrix.com)). Simultaneously spoofing the popular *Matrix* films while educating consumers about the dangers of industrial dairy farming, much of *The Meatrix II'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 sequel delivers even more action, adventure, and humor than the first as Moopheus, Leo and Chickity plunge into the revolting reality antibiotic overuse, artificial hormones and mad cow disease.

## **The Meatrix II ½-**

The Meatrix returns with *The Meatrix II ½* - taking the fast out of fast food. This time, our heroes Moopheus, Leo, and Chickity take on another facet of industrial agriculture – meat processing. Picking up from their last adventure at a dairy farm, Leo and Chickity attempt to rescue Moopheus, who has been kidnapped and taken to a slaughterhouse. *The Meatrix II ½* has been created and produced by Sustainable Table ([www.sustainabletable.org](http://www.sustainabletable.org)) and Free Range Studios ([www.freerangestudios.com](http://www.freerangestudios.com)) for Participant Productions and their social action campaign around the Fast Food Nation movie ([www.participate.net/fastfoodnation](http://www.participate.net/fastfoodnation)).