



**\*\*\*For Immediate Release\*\*\***

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## **Curriculum Contest: Use Internet's Most Popular Cartoon Cow to Teach Kids**

*"The Meatrix manages to be both funny, clever and informative"* -The Guardian (U.K.)

**[New York City]** – The executive producers of the internet's most popular animated film *The Meatrix* ([www.TheMeatrix.com](http://www.TheMeatrix.com)) today announced that teachers can win up to \$1000 toward classroom supplies by designing a curriculum based on the film.

A four-minute animated spoof of the blockbuster "Matrix" movies, *The Meatrix* tells the story of a cartoon pig, Leo, who lives on a pleasant family farm until he is approached by a trench-coat clad cow, Moopheus, who reveals to him the dark side of modern factory farming. Since its debut in November 2003, the film has enjoyed unprecedented success and has been viewed online by nearly 6 million people, with countless more applauding the film at festivals, concerts and conferences worldwide.

The Global Resource Action Center for the Environment (GRACE), a nonprofit educational organization that promotes sustainable food production, is inviting teachers from grades 5 – 8 to submit unit plans based on topics covered in the film and on its consumer website [www.SustainableTable.org](http://www.SustainableTable.org)

Three finalists will receive cash awards that must be used to purchase school equipment and supplies for their classrooms: \$1,000 for first place; \$500 for second place; \$250 for third place. Ten honorable mentions will receive a *Meatrix* t-shirt and their classes will receive a *Meatrix* DVD, *Meatrix* pins and magnets.

Winning lesson plans will be posted at [www.SustainableTable.org](http://www.SustainableTable.org) and promoted by the organization.

Official rules and application forms can be downloaded at: [www.SustainableTable.org](http://www.SustainableTable.org)

Plans must be postmarked by June 30, 2005, and winners will be announced by September 30, 2005.

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### **OFFICIAL RULES**

#### **Eligibility**

The contest is open to all school teachers grade 5 – 8.

Entrant must be a full-time instructor at the school named on entry form.

Application form must be completely filled out and signed by both the school principal and author of the plan for the application to be officially entered into the contest.

Send to: GRACE  
Meatrix Curriculum Contest  
215 Lexington Avenue, Suite 1001  
New York, NY 10016



## Rules

- Winners will be asked to send their Units by email or on disk for inclusion on the Sustainable Table web site.
- Unit Plan must be postmarked no later than June 30, 2005.
- Unit will be based on viewing and the use of the film *The Meatrix*, available at [www.themeatrix.com](http://www.themeatrix.com)
- Unit Plan must be typewritten, in 12 point and double-spaced. One entry per teacher, please.
- Unit Plan must be solely the work of the entrant.
- All entries become the property of the Global Resource Action Center for the Environment (GRACE) and will not be returned. All winners will have their curriculum unit published on the GRACE's Sustainable Table web site. GRACE shall hold the copyright to all entries submitted and reserves the right to make any adjustments or revisions necessary to any entry before posting on the Sustainable Table web site, [www.sustainabletable.org](http://www.sustainabletable.org), in the Sustainable Food in Schools section. All authors will receive full credit for their work.
- Winners and all other participants will be notified via e-mail, postal mail, and/or by phone by September 30, 2005.
- Units will be judged on the basis of accuracy, creativity, technical skill and appropriateness to grade level.
- Prize money will be used ONLY to buy school equipment and supplies for the winning entrant's classroom. GRACE will require receipts from the winners showing proof of purchase for designated school equipment and supplies.
- GRACE is not responsible for and shall not be liable for:
  - (i) late, lost, delayed, damaged, misdirected, incomplete, illegible, unintelligible entries;
  - (ii) any condition caused by events beyond the control of GRACE that may cause the Contest to be disrupted;
  - (iii) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Contest. Entry indicates acceptance of these regulations.
- GRACE is not responsible for, and shall not be liable for, late, lost, misdirected or unsuccessful efforts to notify winner.
- By entering, participants agree to be bound by these Official Rules and the decisions of the judges, which shall be final.

## Winners' List:

For a complete list of winners, see the Winners Page on Sustainable Table at [www.sustainabletable.org](http://www.sustainabletable.org) after September 30<sup>th</sup>, 2005.

