



sustainable table

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MEATRIX FILMS TO INCLUDE FAST FOOD NATION MOVIE ON DVD

The Meatrix DVD package, set to release March 6, 2007, will also include the Fast Food Nation movie

New York City—Feb. 22, 2007—*The Meatrix* films, the award-winning Flash animation series produced by Sustainable Table and Free Range Studios, go on sale nationwide next week under the title *Fast Food Nation*. The animation shorts are so exceptional that they're housed in the "Special Features" section of the DVD.

The Meatrix II ½, produced in partnership with Participant Productions, was released in November 2006 to help promote the *Fast Food Nation* movie and its nationwide action campaign. This latest in the Meatrix series illustrates the dirty secrets of meatpacking plants and criticizes the reckless speeds at which they operate.

The Meatrix, the first viral advocacy film of its kind, made its online debut in November 2003 and promptly crashed the server upon which it was hosted due to its tremendous popularity. Since then, it has been seen by over 15 million unique viewers and translated into 30 languages, including Tibetan. *The Meatrix II: Revolting*, which exposes the dark side of the dairy industry, was launched in March 2006.

Fast Food Nation, a dramatic feature based on material from Eric Schlosser's *New York Times* bestseller of the same name, explores the fast food industry and ultimately reveals the dark side of the "All American Meal." Directed by Richard Linklater, the all-star cast includes Greg Kinnear, Ethan Hawke, Wilmer Valderrama, Kris Kristofferson, and Patricia Arquette.

The Meatrix (www.themeatrix.com) is a project of Sustainable Table (www.sustainabletable.org) and Free Range Studios (www.freerangestudios.com). Sustainable Table celebrates the sustainable food movement, educates consumers on food-related issues, and works to build community through food. Projects include *The Meatrix* and the *Eat Well Guide* (www.eatwellguide.org).

Participant Productions focuses on compelling entertainment that highlights important social issues in order to awaken, inspire and empower audiences to make a difference in the world around them. Participate.net creates action campaigns for each of Participant Productions' films, supporting a growing community of film lovers and activists dedicated to engaging their minds, sharing their passions and improving the world around them.

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