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SUSTAINABLE TABLE'S "EAT WELL GUIDED TOUR OF AMERICA" KICKS-OFF AUG. 2 IN HOLLYWOOD

Tour to cross country via bio-fueled bus, celebrating local food in more than 25 towns and online at www.sustainabletable.org/roadtrip

NEW YORK CITY (July 10, 2007) – Sustainable Table (www.sustainabletable.org), the nonprofit program that produced The Meatrix (www.themeatrix.com) movies and the Eat Well Guide (www.eatwellguide.org), is traveling across the country to celebrate local, sustainable food and the folks who produce, distribute, promote and eat it.

Kicking off in Hollywood on Aug. 2, Sustainable Table's "Eat Well Guided Tour of America" will travel via bio-fueled bus across the United States, stopping in more than 25 towns on its way to the Farm Aid concert in New York City on Sept. 9. The tour will visit restaurants that serve local, seasonal and sustainably-produced food, family farms and farmers markets in California, Oregon, Washington, Montana, Wyoming, Missouri, Nebraska, Iowa, Minnesota, Illinois, Indiana, Michigan, Ohio, Pennsylvania and New York.

"The Eat Well Guided Tour of America is more than just a road trip," said Diane Hatz, founder and director of Sustainable Table. "Given recent negative news about food, we want to show people the incredible, positive things happening in the sustainable food movement right now. The more people support their local farmers and local food systems, the better off our communities are."

From the kickoff event in West Hollywood's King's Road Park to the "Pie and Popcorn" barn-side film screening in Bowling Green, Ohio, Sustainable Table and its local hosts will delight in the summer's harvest while bringing together area residents for events that will include local food, great conversation and local music. **Highlights of the tour include:**

- "Pie Across America" – Pies are a great metaphor for local, wholesome food, and their ingredients tell stories about the people who bake them and the areas where they're created. Sustainable Table will honor pie-making traditions by baking, tasting, comparing, sharing and eating endless varieties of pies from across the country.

(more)

- The September launch of the Eat Well Guide “road trip” feature – Think Eat Well Guide meets Mapquest. Conscientious eaters will be able to map out routes with sustainable food outlets from start point to destination.
- Other web features – Video blogging, daily written updates, an interactive map where visitors can track the team’s progress and check out site-specific photos, videos and recipes, as well as “Food for Thought,” daily questions posed in-person and discussed on the Meatrix Forum.

Join Sustainable Table online or on the road! Visit www.sustainabletable.org/roadtrip to track the tour.

About Sustainable Table

Sustainable Table celebrates the sustainable food movement, educates consumers on food-related issues and builds community through food. Projects include The Meatrix, award-winning, humorous animations on industrial agriculture, and the Eat Well Guide, an online directory of sustainably-raised products from farms, stores, restaurants and other outlets in the United States and Canada. Sustainable Table is a program of GRACE.

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“Eat Well Guided Tour of America” Route: (*public events)

8/2*	West Hollywood, Calif.	9/5-6*	Hudson Valley, N.Y.
8/2	Madera, Calif.	9/7*	Red Hook, N.Y.
8/3*	Pescadero, Calif.	9/8*	New York City
8/4 *	Berkeley, Calif.	9/9	Farm Aid concert in New York City
8/5*	Chico, Calif.		
8/7*	Ashland, Ore.		
8/8 *	Eugene, Ore.		
8/10	Portland, Ore.		
8/11	Pasco, Wash.		
8/12*	Colton, Wash.		
8/13*	Spokane/Liberty Lake, Wash.		
8/14-16*	Missoula, Mont.		
8/17-18*	Jackson, Wyo.		
8/20	Laramie/Yoder, Wyo.		
8/21	Osceola, Neb.		
8/22*	Lincoln, Neb.		
8/23*	Kansas City, Mo.		
8/23*	Lawrence, Kan.		
8/24-25*	Minneapolis		
8/26-27*	Iowa City, Iowa		
8/28-29*	Chicago		
8/30-31*	Muncie, Ind.		
9/1*	Ann Arbor, Mich.		
9/2*	Deschler, Ohio		
9/3-4*	Boalsburg, Pa.		