



\*\*\*FOR IMMEDIATE RELEASE\*\*\*

September 18, 2004

Contact: Chris Cooper, 212.726.9161 or

[ccooper@gracelinks.org](mailto:ccooper@gracelinks.org)

## *The Meatrix* Makes Music with Farm Aid

New York, NY – On September 18, the 2004 Farm Aid Concert presented by Silk Soymilk in Seattle, Washington, will air *The Meatrix* ([www.themeatrix.com](http://www.themeatrix.com)), the most successful online advocacy movie in history.

The film will be shown twice during the concert's webcast, and once on the pre-show webcast.

"We are delighted that *The Meatrix* is part of the 2004 Farm Aid concert," said Alice Slater, President of the Global Resource Action Center for the Environment (GRACE), the parent organization of film. "The Meatrix has proven to be a highly effective tool to increase awareness about the destructive practices of factory farming, and showing the film at Farm Aid will help to spread the word. "

Farm Aid's webcast will enable viewers from all over the world not only to listen to good music, but also learn about the devastation caused by factory farming. GRACE is proud to have worked with Farm Aid for several years to educate consumers on issues surrounding industrial animal production, and also to promote sustainable food. Through the GRACE Factory Farm Project (GFFP), the two organizations have joined to help put a stop to large-scale animal production. GFFP consultant Sue Jarrett, a fifth generation family farmer from Wray, Colorado, will sit on a media panel at the concert to discuss issues surrounding *The Meatrix*.

*The Meatrix* continues to gain attention both on and off line. It has been accepted in film festivals both nationally and internationally, including the Woodstock Film Festival, the Media that Matters Film Festival and the Annecy Film Festival in France. It has also been shown in theaters across the nation, and has been used as a teaching tool in grade schools and colleges.

The film was so popular that after it debuted in November 2003, hundreds of emails flooded GRACE's offices requesting *Meatrix* t-shirts. As a result, an entire line of *Meatrix* merchandise is now available at [www.themeatrix.com/shop](http://www.themeatrix.com/shop), including t-shirts, caps and mugs. All proceeds from the sale of these items are donated to Farm Aid.

### CONTINUED...

To date, over 5 million people have logged on to the cutting edge flash animation piece. Through a cartoon pig named Leo, and a trench-coat clad cow named Moopheus, *The Meatrix* educates consumers on the detrimental effects of factory farming while touting the benefits of sustainable meat all through one highly effective tool...humor!

The film's success can be credited to the growing number of people who want to learn more about where their food comes from, and who prefer to purchase sustainable foods from local, traditional family farmers.

At the end of the movie, viewers are encouraged to visit the Eat Well Guide ([www.eatwellguide.org](http://www.eatwellguide.org)), a sister project of The Meatrix. The guide is a free, online database directing consumers to stores, farms and restaurants where they can find sustainably-raised meat, poultry, dairy and eggs. Consumers simply type in their zip code and find products that are healthful, humane, better for the environment, and support family farmers.

The Meatrix is produced by the Global Resource Action Center for the Environment (GRACE) and Free Range Graphics.

The Meatrix and the Eat Well Guide are projects of Sustainable Table ([www.sustainabletable.org](http://www.sustainabletable.org)), a campaign that educates consumers and increases demand for sustainable food, particularly animal products, through an informative web site, awareness campaigns and viable solutions to the factory farm problem.

Sustainable Table is a project of the Global Resource Action Center for the Environment (GRACE). GRACE is a nonprofit organization that works with research, policy and grassroots communities to raise awareness and promote solutions to preserve the planet for future generations. Visit us at [www.gracelinks.org](http://www.gracelinks.org).

The GRACE Factory Farm Project ([www.factoryfarm.org](http://www.factoryfarm.org)) works to eliminate factory farming in favor of a sustainable food production system that is healthful and humane, economically viable and ecologically sound.

###