

Contact:
Sarah Bell Haberman, 612-338-3900
sarah@habermaninc.com

Media Department, 212-991-1930
media@sustainabletable.org

SUSTAINABLE TABLE, www.SustainableTable.org, RE-LAUNCHES HIGH DEMAND WEBSITE

Redesigned site celebrates the sustainable food movement, re-launches an expanded Eat Well Guide, and premieres a new Meatrix movie, The Meatrix II ½

NEW YORK –Sustainable Table, a leading resource designed to celebrate the sustainable food movement, has unveiled a major re-launch of its website, www.sustainabletable.org, offering enhanced navigation, making it easy to get involved and keep up-to-date with the latest sustainability news, resources, and educational tools. Also new is the re-launched Eat Well Guide, www.eatwellguide.org, an online directory of sustainable meat and dairy products, as well as a new Meatrix movie, The Meatrix II ½, www.moremeatrix.com.

New to the **Sustainable Table** website is:

- An updated and expanded Issues section, highlighting easy-to-understand information about industrial and sustainable agriculture.
- A new Get Involved section, making it simple for everyone to find out how to make their lives and communities more sustainable.
- User reviews. Try new recipes and write reviews in our expanded recipes section.
- A growing focus on personal stories. Through the blog, forum, features and new Stories section, the updated Sustainable Table site will focus on the people behind the sustainable movement, as well as the consumers involved in it.

The Eat Well Guide is Sustainable Table's free online directory of farms, stores, restaurants, bed & breakfasts, and other outlets that offer sustainably-raised meat, poultry, dairy, and egg products in the United States and Canada. Simply search by zip or postal code, product, growing method or region to find the nearest wholesome food. The Eat Well Guide now also offers:

- More than 7,500 entries, with new outlets added weekly.
- Expanded "My Notebook" functions where registered users can save their favorite listings and keep notes to refer to in the future.
- Easy-to-use search features, making sustainable food even easier to find!
- And coming soon, user reviews of outlets in the Guide.

Spoofs on *The Matrix* films, ***The Meatrix II 1/2*** follows the action from the original *The Meatrix* and *The Meatrix II: Revolting*, which have reached more than 15 million viewers worldwide. All three films can be viewed at www.themeatrix.com. Picking up from their last adventure at the dairy farm, Leo and Chickity are now rescuing Moopheus, who has been

kidnapped and taken to a slaughterhouse. During the rescue, the trio learns about the dangers of the meatpacking industry and finds it is time to take the fast out of fast food.

The Meatrix II 1/2 was produced by Sustainable Table and Free Range Studios for Participant Productions to help promote the *Fast Food Nation* movie and its social action campaign, produced by Participant. Each Participant film has a surrounding campaign that provides people with specific actions they can take to get active in their communities. The *Fast Food Nation* campaign kicks off by encouraging consumers to use Sustainable Table's Eat Well Guide, www.eatwellguide.org. The campaign can be found at www.participate.net/fastfoodnation.

About:

Sustainable Table is a leading resource designed to celebrate the sustainable food movement, educate consumers on industrial farming and food-related issues, and build community through sustainable food. For more information, visit www.sustainabletable.org. The program includes the Eat Well Guide, www.eatwellguide.org, an online directory of sustainably-raised meat, poultry, dairy and eggs in the United States and Canada.

The Meatrix II 1/2 was produced by Sustainable Table and Free Range Studios (www.freerangestudios.com) for Participant Productions (www.participate.net). Free Range offers top-quality design and animation services to organizations whose vision goes beyond turning the world into a strip mall.

Participant Productions highlights important social issues in order to awaken, inspire and empower audiences. Most recently, Participant produced the critically acclaimed documentary *An Inconvenient Truth*. In 2005, the company's first full year in business, Participant was honored with 11 Academy Award nominations. Participate.net creates social action campaigns for each of Participant Production's films.

For more information, please email leslie@sustainabletable.org or sarah@habermaninc.com.

###