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2010 Green Screen Environmental Film Festival



OFFICIAL SELECTION



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<http://ciclovida.org> (press packet available)

### **Local Filmmaker Presents East Coast Premier of Nationally Recognized Documentary Feature Film**

WORCESTER, MA – Worcester filmmaker, Matt Feinstein, will present his debut feature film, ***Ciclovida: Lifecycle*** on **Friday, November 12, 2010** at Clark University's Traina Center for the Arts, 92 Downing St, Worcester from 6:00-9:00pm. Only having screened in two festivals so far, both in Los Angeles, the film has already won top prizes, including “Best Environmental Film” at the Green Screen Film Festival: [http://www.electriclodge.org/environment/green\\_screen.cfm](http://www.electriclodge.org/environment/green_screen.cfm)

The film follows a group of farmers from northeast Brazil who traverse the entire South American continent by bike in search of natural seeds. The dynamic protagonists inspire viewers with stories of sustainable agriculture projects while exposing the devastating effects of industrial agriculture. *Ciclovida: Lifecycle* takes you along on the musical voyage, through the storms, family separation, and bouts of isolation on a road filled with seeds of hope.

The film recently had its World Premier in a film festival in Los Angeles, CA and has already garnered praise. Mira Tweti, Festival Director, Blue Planet Film Fest state, “Ciclovida is an official selection of the 2010/11 Blue Planet Film Fest because it is a film everyone should see, farmer or non, and regardless of where you live. It is a road trip on a road map to sustainable living in a world of worsening effects from environmental destruction and an ever lessening supply of fossil fuel.” And film director Craig Saddlemyre of Round Point Movies praises *Ciclovida*: “Terrific! An honest film told by the people whose lives are deeply impacted by corporate agribusiness. It's a must-see movie for bicycle-lovers, food growers, and activists alike.”

“I am excited to have chosen Worcester for the East Coast Premier of *Ciclovida: Lifecycle* for all the great grassroots efforts for healthy local food, environmental justice, and climate change activism,” says filmmaker, Matt Feinstein.

The event will include a dynamic panel of speakers from local organizations who are working to address the issues that are raised in the film. Presenters accompanying the filmmakers, Matt Feinstein (from Worcester) and Loren Feinstein (his brother), will be Julius Jones (Community Gardens Network Coordinator), Stephanie Richardson (Shop Manager at Worcester Earn-A-Bike), and Sergio Castillo (Video Coordinator of Toxic Soil Busters / Worcester Roots Project).

More information and tickets are available at <http://ciclovida.org>

**\*\*\*Filmmakers are available for interviews at 5:30pm on Nov. 12<sup>th</sup> or by calling to schedule.\*\*\***

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