

**FOR IMMEDIATE RELEASE**

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Contact: Anaïs Dervaes  
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info@pathtofreedom.com**Path to Freedom Presents a Screening of *Consume This Movie!***

On July 19, Path to Freedom – Urban Homestead will host a vegetarian potluck followed by a screening of the documentary *Consume This Movie!*

This event will be held 5:30-9:00 PM at 626 Cypress Ave. in Pasadena. Cost is \$10. Space is limited so reservations are necessary. To reserve, please call (626) 844-4586 or register online at [www.pathtofreedom.com/form/eventregistration.htm](http://www.pathtofreedom.com/form/eventregistration.htm).

**About the Film:**

Are Americans too materialistic? Are we willfully trashing the planetary ecology in order to serve the desires and drives of the ego? And what, or who could be driving this powerful force of seduction? *Consume This Movie!* (2008; 80 minutes) takes a critical look at social injustice, peak oil, resource depletion and our deep need to feel connected to each other through what we choose to consume. This documentary also examines the frenzied pace of fast-lane materialism that is beginning to burn us out. We Americans are just now beginning to yearn for a simpler life, but is it too late? Have we set in motion a runaway train that threatens to undermine the ecological, social and spiritual cornerstones that make the pursuit of happiness possible in the first place? Walk, don't drive to see this powerful documentary film, while supplies last!

Woven into this exploration are interviews with Dr. Peter Whybrow, *American Mania*; Juliet B. Schor, *The Overspent American*; simplicity gurus Cecile Andrews and Duane Elgin; photographic artist Chris Jordan; advertising expert James. B. Twitchell; and Post Carbon Institute's Julian Darley among others.

**About the Potluck:**

For the vegetarian potluck, attendees are encouraged to contribute food produced within a 100-mile radius of their homes (Santa Barbara to San Diego). If that's not possible, then strive to purchase organic foods grown within the closest distance.

**About Path to Freedom:**

Sponsoring organization Path to Freedom is a family-operated, viable urban homestead project established by Jules Dervaes in 2001 to promote a simpler and more fulfilling lifestyle and to sow a "homegrown revolution" against the corporate powers that control the food supply.

Since the mid-1980s, members of the Dervaes family have steadily worked at transforming their ordinary city lot in Pasadena into a thriving organic micro farm that supplies them with food all year round. The family also runs a successful home business providing their surplus produce to local restaurants. Through their adventures in growing and preserving their own food, installing a solar power system, home-brewing biodiesel for fuel, raising backyard farm animals, and learning back-to-basics skills, these modern-day pioneers have revived the old-fashioned spirit of self-reliance and resourcefulness. Since 2001, their website, [www.PathtoFreedom.com](http://www.PathtoFreedom.com), has inspired hundreds of thousands to take steps towards a sustainable future and has generated a 21st century urban homestead movement.

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