

FOR IMMEDIATE RELEASE

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Path to Freedom.



Path to Freedom and POV Present a Screening of *Food, Inc.*

On April 18, Path to Freedom – Urban Homestead, in collaboration with the POV (Point of View) series on PBS, will host a vegetarian potluck followed by a screening of the POV documentary *Food, Inc.*

This event will be held 6:00-9:30 PM at 626 Cypress Ave., Pasadena, 91103. Suggested donation of \$10 paid in advance to reserve seat or \$15 at the door. Space is limited (100 seats) so advance reservations are strongly recommended. Register online at <http://urbanhomestead.org/event/path-freedom-and-pov-present-screening-food-inc-vegetarian-potluck> or call (626) 844-4586.

About the Film:

How much do we know about the food we buy at our local supermarkets and serve to our families? Though our food appears the same as ever — a tomato still looks like a tomato — it has been radically transformed. In the Academy Award®-nominated blockbuster **Food, Inc.**, producer-director Robert Kenner and investigative authors Eric Schlosser (*Fast Food Nation*) and Michael Pollan (*The Omnivore's Dilemma*) lift the veil on the U.S. food industry, revealing surprising and eye-opening facts about what we eat, how it's produced, who we have become as a nation and where we may go from here.

Food, Inc. has its national broadcast premiere on the POV series on **Wednesday, April 21, 2010** at 9 p.m. on PBS, in celebration of Earth Day. (Check local listings.). The film will also stream online in its entirety from April 22-29 at <http://video.pbs.org>. For more information on *Food, Inc.* and POV's Potluck promotion, go to <http://www.pbs.org/pov/foodinc/potluck>.

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.

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Food, Inc. Screening and Potluck (cont.)

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, <http://www.UrbanHomestead.org>, and worldwide media coverage of their project have inspired millions to take steps towards a sustainable future and have generated a 21st century urban homestead movement.

About POV:

This event is a collaboration with POV, PBS' award-winning nonfiction film series.

Produced by American Documentary, Inc. and beginning its 23rd season on PBS in 2010, the award-winning POV series is the longest-running showcase on American television to feature the work of today's best independent documentary filmmakers. Airing June through September, with primetime specials during the year, POV has brought more than 275 acclaimed documentaries to millions nationwide and has a Webby Award-winning online series, *POV's Borders*. Since 1988, POV has pioneered the art of presentation and outreach using independent nonfiction media to build new communities in conversation about today's most pressing social issues. More information is available at www.pbs.org/pov.

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