

KNOW YOUR MUSHROOMS

A trippy look at the miraculous world of fungi

- An official selection at SXSW, the film had a limited theatrical run in Spring and Summer 2009 in markets including LA and NY, and premiered on the Sundance Channel in August 2009.
- From Ron Mann, the award-winning director of GRASS, COMIC BOOK CONFIDENTIAL and GO FURTHER, the film features a psychedelic score by The Flaming Lips and the Sadies.
- Covering everything from hallucinogenic effects to Alice in Wonderland to how to use mushrooms to clean up oil spills, KNOW YOUR MUSHROOMS is entertaining and mind-expanding.
- Grassroots marketing outreach will include promotions and clips offered to mycological societies (mushroom lovers) and "legalize drug" organizations, as well as environmental groups.
- PR campaign will include outreach to new age, environmental, foodie and socially progressive sites and publications.

PRODUCT INFORMATION

Prebook: Nov 17

SRP: \$26.95 U.S.
FORMAT: Single
PACKAGING: Standard Amaray
LENGTH: Approx. 73 mins. + extras
GENRE: Documentary
YEAR: 2008

Release: Dec 15

LANGUAGE: English
COLOR: Color and B&W
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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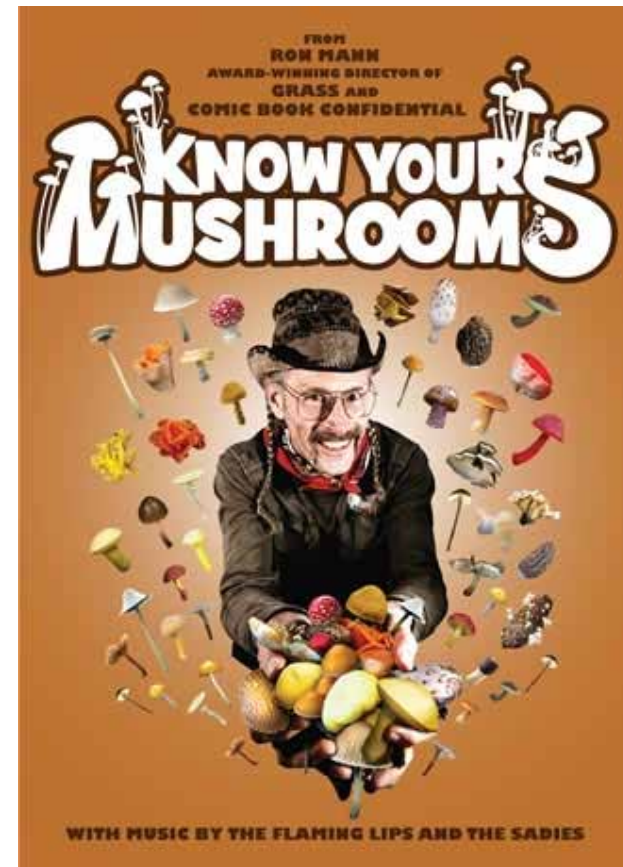
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SYNOPSIS KNOW YOUR MUSHROOMS follows mushroom visionaries Gary Lincoff and Larry Evans as they lead us on a hunt for the wild mushroom and the deeper cultural experiences attached to the mysterious fungi. Combining material filmed at the Telluride Mushroom Fest with animation and archival footage along with a neo-psychedelic soundtrack by the Flaming Lips, KNOW YOUR MUSHROOMS opens the doors to perception, takes the audience on a longer, stranger trip and delivers them to a brave new world where the fungi might well guide humanity to a saner, safer place... with extra cheese...

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