

SYNOPSIS Narrated by Jamie Lee Curtis, DIRT! celebrates the extraordinary cycle of life that revolves around the soil. Experts and enthusiasts from all over the world detail dirt's millennia-old history, its unique composition, and, most important, its remarkable functions. Perhaps our most underappreciated resource, dirt recycles and purifies, literally transforming garbage into gardens. In illuminating how soil is essential to the survival of humans and the planet, DIRT! also reminds us why it needs to be protected and conserved, especially given that today it is disappearing at an alarmingly rapid rate.

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NEW RELEASE: DOCURAMA

DIRT! THE MOVIE

A celebration of our most underrated essential resource: topsoil

- An Official Selection of the 2009 Sundance Film Festival, DIRT! THE MOVIE premieres nationwide on PBS's Independent Lens on April 20, 2010 at 10 pm.
- Narrated by Jamie Lee Curtis, the film is inspired by William Bryant Logan's acclaimed book *Dirt, the Ecstatic Skin of the Earth* (W.W. Norton) and co-directed by Eugene Rosow (*Roots of Rhythm*).
- Release (in eco-friendly packaging) timed for inclusion in promotions/press for Earth Day's 40th anniversary (April 22).
- Supported by groups such as the Rainforest Action Network and the Organic Consumers Association, the film travels from the vineyards of California to the plains of Kenya to reveal the abundance of life that teems beneath our feet.
- Marketing outreach to target environmentalists and gardening enthusiasts via social networking and promotion at Independent Lens's Community Cinema screenings in 55 markets in March.
- PR outreach will target environmentalist, political progressive and general entertainment outlets for interviews with talent and filmmakers, DVD reviews and promotional giveaways.

PRODUCT INFORMATION

DVD FEATURES: Deleted scenes; extended interviews

SRP: \$26.95 U.S. \$29.95 CAN

FORMAT: Single

PACKAGING: Single eco-friendly digi

LENGTH: Approx. 80 mins + extras

GENRE: Documentary

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

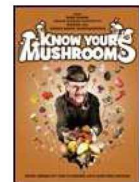
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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