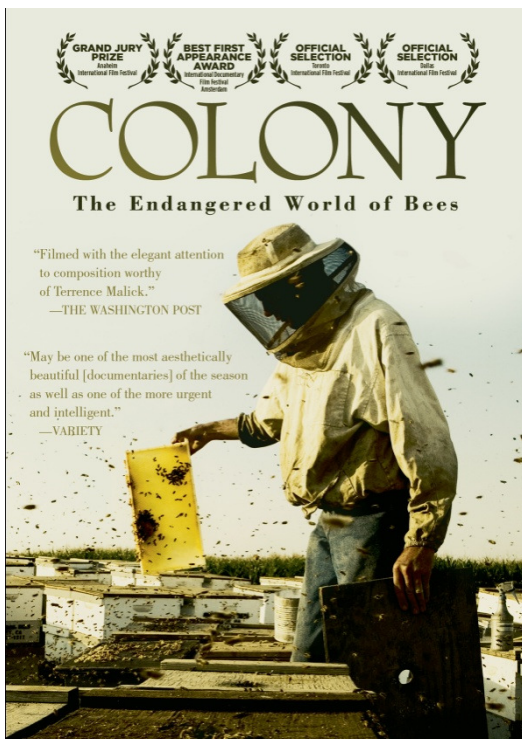


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NEW RELEASE: DOCURAMA



SYNOPSIS Almonds, blueberries, cranberries. Though few people realize it, honey bees pollinate one-third of our fruits and vegetables. In fact, these incredible insects play a vital role in producing our food and ensuring our survival. Yet although honey bees are some of the most efficient insects—organized, industrious, resilient—entire colonies are dying off. Why? COLONY investigates the circumstances and the impacts of “colony collapse disorder” by focusing on beekeepers dealing with the crisis. As these families and individuals struggle to understand this lethal problem, they illuminate the devastating effects of bee extinction not just on bees, but on people. An eye-opening account of a little-known and yet essential sub-culture in America, COLONY brings to life the fascinating world of bees—and the frightening possibility of their disappearance.

COLONY

The bee population crisis and its impact on our food supply

- Release timed:
 - For inclusion in Earth Day promotions
 - On the heels of theatrical release beginning in November 2010
 - Following broadcast on Discovery’s Planet Green on December 3, 2010
- The survival of bees is critical to our lives, with 1/3 of all our fruits and vegetables pollinated by the honey bee.
- Colony Collapse Disorder is a crisis gaining national headlines over the last few years.
- Grassroots promotion and PR to target environmental organizations/sites focusing on organic and local agriculture.

PRODUCT INFORMATION

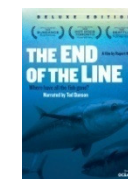
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PACKAGING: Single Amaray
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