

# SEED: The Untold Story

**Outreach Toolkit - Eugene, OR (Bijou Arts Cinema 11/18, 7:00pm)**

Thank you for sharing SEED: The Untold Story with your community! Below are sample text and links to graphics to jumpstart your web, print, or social media communication.

Questions? Please contact Robyn at [robyn@collectiveeye.org](mailto:robyn@collectiveeye.org)

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[Click here to download stills and film posters.](#)

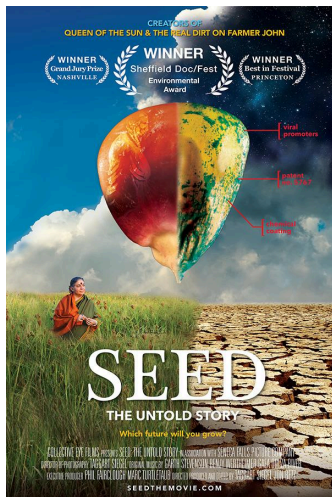
[Click here](#) for 8.5x11 flyers of the film poster with the screening details to print or upload.

Invite your friends to the [Facebook event](#) for the Eugene encore.

Purchase tickets at: [seedthemovie.com/eugene](http://seedthemovie.com/eugene)

Visit [SEEDthemovie.com/trailer](http://SEEDthemovie.com/trailer) to watch the trailer.

For the full film synopsis, director bios, and more, please [view the Press Kit](#).



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## **Twitter:**

**Handle:** [@SEED\\_TheMovie](#)

## **Sample Tweets:**

\*ONE NIGHT ONLY\* Eugene encore of SEED: The Untold Story, Nov 18, 7pm!  
[seedthemovie.com/eugene](#) @Seed\_TheMovie #SeedTheUntoldStory

Join us at the Eugene Encore of SEED: The Untold Story! Tues. Nov 18 at 7pm:  
[seedthemovie.com/eugene](#) @Seed\_TheMovie #SeedTheUntoldStory

Eugene Friends: Get ready to be inspired by SEED: The Untold Story on Nov 18!  
[seedthemovie.com/eugene](#) @Seed\_TheMovie #SeedTheUntoldStory

In the last 100 years, 94% of seed diversity has been lost. Join us at @Seed\_TheMovie encore:  
[seedthemovie.com/eugene](#) #SeedTheUntoldStory

## **Facebook:**

**SEED Facebook:** [Facebook.com/SeedTheUntoldStory](#)

## **Sample Facebook post #1 to use:**

Join us at the Eugene premiere of SEED: The Untold Story at Bijou Arts Cinema! November 18 at 7pm.

SEED: The Untold Story is an award winning documentary about the dramatic loss of seed diversity and the movement to restore future of our food, from the filmmakers behind The Real Dirt on Farmer John and Queen of the Sun: What are the Bees Telling Us?

SEED features seed heroes Dr. Jane Goodall, Vandana Shiva, and Winona LaDuke.

<https://www.facebook.com/events/677369279086438/> #SEEDTheUntoldStory

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## **Sample Facebook post #2 to use:**

Don't miss the Eugene Encore of the award winning documentary SEED: The Untold Story on Nov 18 at 7:00pm at the Bijou Arts Cinema!

In the last century, 94% of our seed varieties have disappeared. As biotech chemical companies control the majority of our seeds, farmers, scientists, lawyers, and indigenous seed keepers fight a David and Goliath battle to defend the future of our food. In a harrowing and heartening story, these reluctant heroes rekindle a lost connection to our most treasured resource and revive a culture connected to seeds.

SEED comes from the filmmakers behind The Real Dirt on Farmer John and Queen of the Sun: What Are the Bees Telling Us? The film features Dr. Jane Goodall, Vandana Shiva, Winona LaDuke, and Andrew Kimbrell.

<https://www.facebook.com/events/677369279086438/> #SEEDTheUntoldStory

## **Newsletter:**

We're excited to share the **Eugene encore of SEED: The Untold Story** at the **Bijou Arts Cinema Friday, November 18 at 7:00pm!** We hope you can join us for this inspiring event in the fight for seed change!

SEED: The Untold Story is an award winning documentary about the dramatic loss of seed diversity and the future of our food, from the filmmakers behind The Real Dirt on Farmer John and Queen of the Sun: What are the Bees Telling Us? The film features Vandana Shiva, Dr. Jane Goodall, Andrew Kimbrell, and Winona LaDuke.

Few things on Earth are as miraculous and vital as seeds, worshipped and treasured since the dawn of humankind. SEED: The Untold Story follows passionate seed keepers protecting our 12,000-year-old food legacy. In the last century, 94% of our seed varieties have disappeared. As biotech chemical companies control the majority of our seeds, farmers, scientists, lawyers, and indigenous seed keepers fight a David and Goliath battle to defend the future of our food. In a harrowing and heartening story, these reluctant heroes rekindle a lost connection to our most treasured resource and revive a culture connected to seeds.

SEED: The Untold Story won the GREEN PLANET AWARD at Rhode Island International Film Festival, the Discovery ENVIRONMENTAL AWARD at Sheffield, GRAND JURY PRIZE at the Nashville Film Festival, BEST IN FESTIVAL at the Princeton Environmental Film Festival,

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AUDIENCE AWARD at the San Diego International Film Festival, and AUDIENCE AWARD and FEATURE DOCUMENTARY AWARD at Lunenburg Doc Fest.

For tickets or to watch the trailer, visit [seedthemovie.com/eugene](http://seedthemovie.com/eugene). We look forward to seeing you there!