

SEED: The Untold Story

Community Engagement Toolkit - ODEON Covent Garden, London

Monday, April 24, 6:30PM

Below are sample text and links to graphics to jumpstart your web, print, or social media communication.

Questions? Please contact Kyle at kyle@collectiveeye.org

- [Click here for promotional graphics, posters, & film stills](#), like the images featured below and more.
- Click below for printable 8.5x11 flyers of the film poster with screening information for the [Bertha DocHouse](#) and the [Covent Garden ODEON](#) screenings.
- Additionally, here is a [blank flier](#) for use with your own screening.
- Visit seedthemovie.com/screenings for more information on UK screenings.
- Visit seedthemovie.com/demandfilm to learn how you can bring SEED to a theater in your community!

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



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Twitter: (It's always great to include an image with your tweet!)

Handle: [@SEED_TheMovie](https://twitter.com/SEED_TheMovie)

Sample Tweets:

In the last 100 years, 94% of seed diversity has been lost. Join us at @Seed_TheMovie #London premiere: seedthemovie.com/london #SeedTheUntoldStory

ONE NIGHT ONLY Covent Garden premiere of SEED: The Untold Story, 4/24, 6:30PM!
<https://tickets.demand.film/event/1623> @Seed_TheMovie #SeedTheUntoldStory

Join us at the Covent Garden Premiere of SEED: The Untold Story!
<https://tickets.demand.film/event/1623> @Seed_TheMovie #SeedTheUntoldStory

Facebook: (Sample Facebook posts. Copy and paste on your facebook.)

SEED Facebook: [Facebook.com/SeedTheUntoldStory](https://facebook.com/SeedTheUntoldStory). *Promoting (boosting) a post to the people who like your page is a good way to get a response from your followers!*

Facebook post #1:

Join us for SEED: The Untold Story in Covent Garden on April 24 at 6:30PM at ODEON Covent Garden! Tickets must be purchased online in advance.

SEED: The Untold Story is an award winning, beautifully shot 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 seed heroes Dr. Jane Goodall and Vandana Shiva, and is executive produced by Marisa Tomei.

Visit the Facebook event for ticket info. <https://www.facebook.com/events/235676216840329/>
#SEEDTheUntoldStory

Facebook post #2:

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Don't miss the award-winning SEED: The Untold Story at the Covent Garden ODEON on Monday, April 24 at 6:30 PM! Tickets must be purchased online in advance.

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 Queen of the Sun: What Are the Bees Telling Us? It features Dr. Jane Goodall, Vandana Shiva. The film is executive produced by Marisa Tomei.

Visit the Facebook event for ticket info. [https://www.facebook.com/events/235676216840329/](https://www.facebook.com/events/235676216840329/#SEEDTheUntoldStory)
#SEEDTheUntoldStory

Newsletter:

Newsletter Text:

The award-winning SEED: The Untold Story is coming to the London Covent Garden at the Covent Garden ODEON on Monday, April 24 at 6:30PM! We hope you can join us for this inspiring event in the fight for seed change!

Few things on Earth are as miraculous and vital as seeds, worshiped 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. The story of our seeds is a defining story of our time. Caught between the runaway juggernaut of industrial agriculture and the ecological, cultural, and spiritual destruction in its wake, seeds offer us a profound chance to restore mutual harmony between people and planet. They are the eternal promise of an abundant new world waiting to be born.

SEED is directed by Taggart Siegel and Jon Betz executive produced by Marisa Tomei. Visit SEEDtheMovie.com to view the trailer. Purchase tickets at <https://tickets.demand.film/event/1623> We look forward to seeing you there!

Synopsis:

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

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 is executive produced by Marisa Tomei, Marc Turtletaub (Little Miss Sunshine), and Phil Fairclough (Grizzly Man, Cave of Forgotten Dreams).