

# SEED: The Untold Story

**Outreach Toolkit - Castlegar, BC (Castle Theatre Jan. 7, 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.](#)

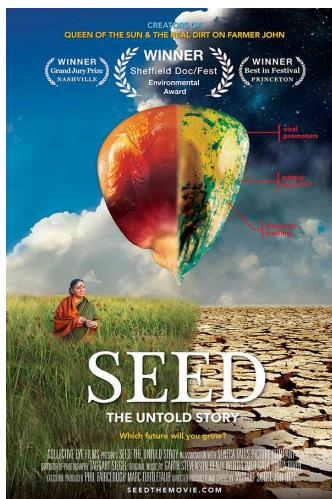
[Click here](#) for 8.5x11 flyers of the film poster with the screening details to print or upload.

Invite your friends to the Facebook event for the Castlegar screenings.

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

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](https://twitter.com/SEED_TheMovie)

## **Sample Tweets:**

Join us for #SeedTheUntoldStory on Jan. 7 at Castle Theatre in #Castlegar!  
seedthemovie.com/castlegar @Seed\_TheMovie

Don't miss #SeedTheUntoldStory in #Castlegar! Jan. 7 at Castle Theatre!  
seedthemovie.com/castlegar @Seed\_TheMovie

#Castlegar: Get ready to be inspired by #SeedTheUntoldStory! Jan. 7 at Castle Theatre.  
seedthemovie.com/castlegar @Seed\_TheMovie

In the last 100 years, 94% of seed diversity has been lost. Join us at #SEEDtheUntoldStory:  
seedthemovie.com/castlegar @Seed\_TheMovie

## **Facebook:**

**SEED Facebook:** [Facebook.com/SeedTheUntoldStory](https://www.facebook.com/SeedTheUntoldStory)

## **Facebook post #1:**

Join us for the Castlegar Premiere of SEED: The Untold Story Jan. 7 at the Castle Theatre!

SEED: The Untold Story is an award winning environmental 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, Vandana Shiva, Winona LaDuke, and Andrew Kimbrell.

#SEEDTheUntoldStory <https://www.facebook.com/events/566189250246332/>

## **Facebook post #2:**

Don't miss the Castlegar Premiere of the award-winning documentary, SEED: The Untold Story, at the Castle Theatre on Jan. 7!

# SEED: The Untold Story

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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.

#SEEDTheUntoldStory <https://www.facebook.com/events/566189250246332/>

### Newsletter:

We're excited to share the **SEED: The Untold Story Castlegar Premiere at the Castle Theatre on Jan. 7!** We hope you can join us for this inspiring event in the fight for seed change! Visit [seedthemovie.com/castlegar](http://seedthemovie.com/castlegar) for tickets or watch the trailer. We look forward to seeing you there!

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 ENVIRONMENTAL AWARD at Sheffield Doc/Fest in England, GREEN PLANET AWARD at Rhode Island International Film Festival, BEST DOCUMENTARY at Nashville Film Festival, BEST IN FESTIVAL at Princeton Environmental Film Festival, ECOHERO AWARD at the Portland EcoFilm Festival, BEST FEATURE DOCUMENTARY & AUDIENCE AWARD at Lunenburg Doc Fest, HONORABLE MENTION at Cine Eco Portugal, AUDIENCE AWARD at the American Conservation Film Festival, AUDIENCE AWARD at San Diego International Film Festival, BEST CINEMATOGRAPHY at the United Nations Association

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Film Festival, Official Selection of the BEST OF FESTS program at IDFA in Amsterdam, &  
BEST ENVIRONMENTAL FILM at Et Cultura Festival in Florida.