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<http://ciclovida.org> (press packet available)

### **Speakers, Seeds and Cinema!**

### **Speakers from Brazil and Filmmaker to Present Bike-Powered Screening of Internationally Recognized Documentary Feature Film**

BROOKLYN, NY – Aftershock Action Alliance and the Commons present the award-winning documentary *Ciclovida: Lifecycle* on Monday, **April 25th, 2011** at The Commons 388 Atlantic Avenue Brooklyn, NY 11217 from 6:30-9:00pm. Only having screened in three festivals so far, the film has already won top prizes, including “Best Environmental Film” at the Byron Bay International Film Festival in Australia and the same prize at the Green Screen Film Festival:

[http://www.electriclodge.org/environment/green\\_screen.cfm](http://www.electriclodge.org/environment/green_screen.cfm)

The film follows a group of farmers from northeast Brazil who traverse the entire South American continent by bike in search of natural seeds. The dynamic protagonists inspire viewers with stories of sustainable agriculture projects while exposing the devastating effects of industrial agriculture. *Ciclovida: Lifecycle* takes you along on the musical voyage, through the storms, family separation, and bouts of isolation on a road filled with seeds of hope.

The film recently had its World Premier in a film festival in Los Angeles, CA and has already garnered praise. Mira Tweti, Festival Director, Blue Planet Film Fest state, “Ciclovida is an official selection of the 2010/11 Blue Planet Film Fest because it is a film everyone should see, farmer or non, and regardless of where you live. It is a road trip on a road map to sustainable living in a world of worsening effects from environmental destruction and an ever lessening supply of fossil fuel.” And film director Craig Saddlemyre of Round Point Movies praises *Ciclovida*: “Terrific! An honest film told by the people whose lives are deeply impacted by corporate agribusiness. It’s a must-see movie for bicycle-lovers, food growers, and activists alike.”

“I am excited to see how the film will help boost movements for local food and natural farming, environmental justice, and truly sustainable energy options,” says filmmaker, Matt Feinstein. While agrofuels (or with their misleading, green-oriented name, biofuels) grow as a supposed solution to oil and climate crises, the voices of those most immediately affected, displaced farmers and indigenous peoples, are drowned out. *Ciclovida: Lifecycle* contributes to a global movement working to take back peoples’ control over their seeds, food, and lives, by exposing the impacts of the large-scale biofuel industry and inspiring individuals to take action and question the current trends in agriculture.

The event will include a dynamic panel of speakers from local organizations who are working to address the issues that are raised in the film. Presenters accompanying the filmmaker, Matt Feinstein and protagonists featured in the film, Inácio do Nascimento and Ivânia Cavalcante include local organizational representatives from Worcester Earn-A-Bike and Worcester Roots Project's Toxic Soil Busters Co-op. Full bios of the tour speakers are available online: <http://ciclovida.org/en/2011speakers>. Ivania de Alencar and Inacio do Nascimento are the landless-farmer-protagonists, co-directors, and camera operators of the Ciclovida: Lifecycle project. As dynamic and passionate speakers and musicians, they are the main inspiration for the film and the tour. Matt Feinstein is the filmmaker, and an organizer for social and environmental justice based in Worcester, MA.

Wait, how are we going to power film projection and musical performance with bicycles and solar panels? Scott Guzman of Flintstone Car (<http://flintstonecar.com>) has begun working with Ciclovida: Lifecycle to design a portable human and sun powered system that will generate sufficient electrical energy to power a projector and sound system, plus enough to charge video equipment. We will need people to actually pedal on stationary bikes during the show – another opportunity for participation! There are several models that we are using to base our design on including a bike-touring band called the Ginger Ninjas and a Tech collective called the Green Guerillas. The touring equipment also includes an extended rear for maximum cargo through a generous sponsorship from Xtracycle (<http://www.xtracycle.com>).



More information is available at <http://ciclovida.org>

**\*\*\*Speakers are available for interviews at 5:30pm on April 25<sup>th</sup>, or by calling to schedule.\*\*\***

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