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## **PRESS RELEASE**

February 26, 2014

### **MEDIA INQUIRIES, CONTACT:**

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### **For Immediate Release:**

### GMO OMG Film Screening

### Followed by Q&A (with local director Jeremy Seifert) and Panel Discussion

Date: Tuesday April 22, Earth Day

Time: Doors open at 6:30, Film starts at 7:15.

Location: Asheville Community Theatre

35 E Walnut St, Asheville, NC 28801

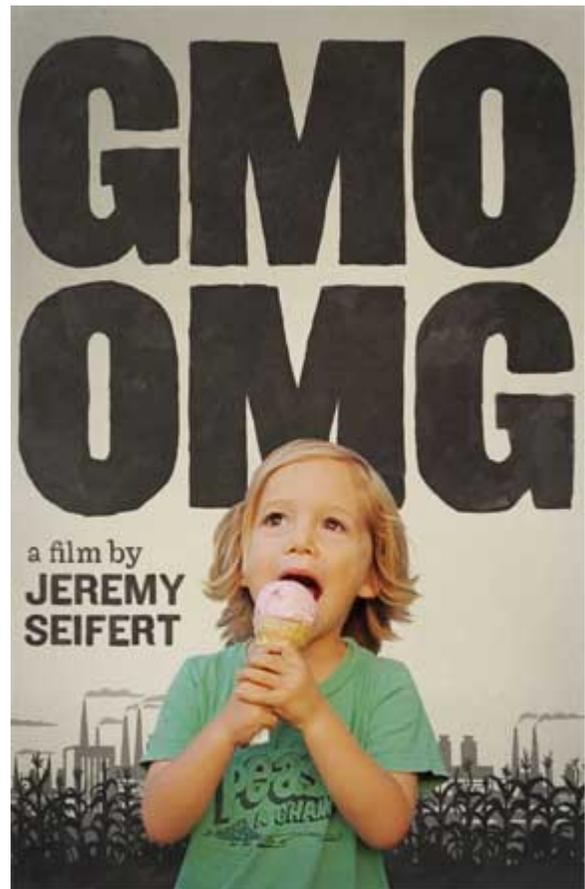
Cost: \$11 advance purchase price. \$13 on the day of.

Trailer can be viewed and tickets purchased [here](#).

*GMO OMG* director and concerned father Jeremy Seifert (of Asheville) is in search of answers. How do GMOs affect our children, the health of our planet, and our freedom of choice? And perhaps the ultimate question, which Seifert tests himself: is it even possible to reject the food system currently in place, or have we lost something we can't gain back? These and other questions take Seifert on a journey from his family's table to Haiti, Paris, Norway, and the lobby of agra-giant Monsanto, from which he is unceremoniously ejected. Along the way we gain insight into a question that is of growing concern to citizens the world over: what's on your plate?

Film screening followed by Q&A with the director and panel discussion with local organic experts.

*Proceeds from the film screening benefit the spread of organic education in our region.*



## SHORT SYNOPSIS

Who controls the future of your food? GMO OMG explores the systematic corporate takeover and potential loss of humanity's most precious and ancient inheritance: seeds. Director Jeremy Seifert investigates how loss of seed diversity and corresponding laboratory assisted genetic alteration of food affects his young children, the health of our planet, and freedom of choice everywhere. GMO OMG follows one family's struggle to live and eat without participating in an unhealthy, unjust, and destructive food system. In GMO OMG, the encroaching darkness of unknown health and environmental risks, chemical toxins, and food monopoly meets with the light of a growing global movement to take back what we have lost. Has the global food system been irrevocably hijacked? Is there still time to reclaim its purity, protect biodiversity and save ourselves?

## LONG SYNOPSIS

GMO OMG tells the story of a father's discovery of GMOs through the symbolic act of poor Haitian farmers burning seeds in defiance of Monsanto's gift of 475 tons of hybrid corn and vegetable seeds to Haiti shortly after the devastating earthquake of January 2010. After a journey to Haiti to learn why hungry farmers would burn seeds, the real awakening of what has happened to our food in the US, what we are feeding our families, and what is at stake for the global food supply unfolds in a trip across the United States and other countries in search of answers. Are we at a tipping point? Is it time to take back our food? The encroaching darkness of unknown health and environmental risks, seed take over, chemical toxins, and food monopoly meets with the light of a growing resistance of organic farmers, concerned citizens, and a burgeoning movement to take back what we have lost. By the simple act of feeding ourselves, we unwittingly participate in the largest experiment ever conducted on human beings. Massive agrochemical companies like Monsanto (Agent Orange) and Dow (Napalm) are feeding us genetically-modified food, GMOs that have never been fully tested and aren't labeled. This small handful of corporations is tightening their grip on the world's food supply—buying, modifying, and patenting seeds to ensure total control over everything we eat. We still have time to heal the planet, feed the world, and live sustainably. But we have to start now! ABOUT THE

## FILMMAKER:

**JEREMY SEIFERT** Director / Writer / Editor

In 2010, Jeremy completed his debut film, DIVE!, Living Off America's Waste. Initially made with a \$200 budget, a borrowed camera, and a lot of heart, DIVE! went on to win 22 film festivals worldwide. In 2010 with the release of DIVE!, Jeremy began the production company, Compeller Pictures. He is now a filmmaker and activist, traveling the country and speaking on humanitarian and environmental issues. Jeremy's second film, GMO OMG, tells the hidden story of the take over of our food supply by giant chemical companies, an agricultural crisis that has grown into a cultural crisis. He has once again found the heart of the project in his own journey and awakening. Jeremy and his wife, Jen, live in North Carolina with their three children, Finn (7), Scout (4), and Pearl (2).



The Organic Growers School is proud to offer the [Annual Spring Conference for Sustainable Living](#); [Get Growing, the Organic Gardening Series](#) in April of 2014; [Farm Dreams? Explore Your Vision](#) in May of 2014; and the 1<sup>st</sup> Annual Harvest Conference on September 6, 2014.

All inquiries: Contact Lee Walker Warren at [lee@organicgrowersschool.org](mailto:lee@organicgrowersschool.org) or call (828) 772.5846  
Event Information Here: <http://organicgrowersschool.org/events/gmo-omg-film/>

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