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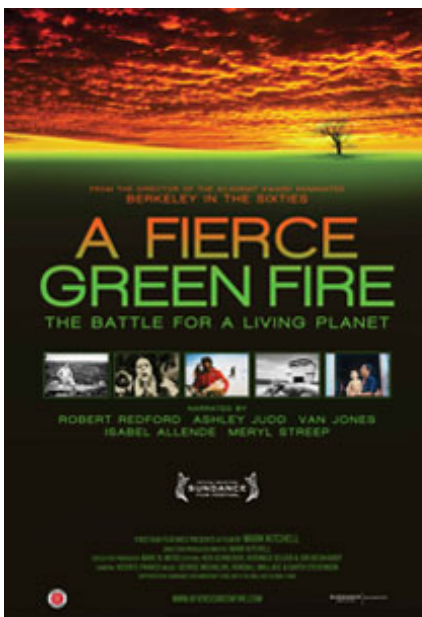
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A FIERCE GREEN FIRE

THE BATTLE FOR A LIVING PLANET

**POWERFUL DOCUMENTARY ON FIVE DECADES OF THE ENVIRONMENTAL
MOVEMENT, BEGINS NATIONWIDE THEATRICAL RELEASE MARCH 1ST
AT NEW YORK'S CINEMA VILLAGE**



A FIERCE GREEN FIRE: The Battle for a Living Planet is the first big-picture exploration of the environmental movement – grassroots and global activism spanning fifty years from conservation to climate change. Directed and written by **Mark Kitchell**, Academy-Award nominated director of *Berkeley in the Sixties*, and narrated by **Robert Redford, Meryl Streep, Ashley Judd, Van Jones** and **Isabel Allende**, the film premiered at Sundance Film Festival 2012 and has won acclaim at dozens of festivals around the world.

First Run Features' theatrical release of the film begins March 1st at the Cinema Village in New York; continues March 15th at the Nuart in Los Angeles and Landmark theaters in the San Francisco Bay Area; then opens across the country from Minneapolis and Denver to Seattle and San Diego, including a return to Washington DC's prestigious Environmental Film Festival hosted by the National Geographic Society. Bookings are being added daily – [check our website](#).

Inspired by the book of the same name by Philip Shabecoff and informed by advisors like the biologist E.O. Wilson, *A FIERCE GREEN FIRE* chronicles the largest movement of the 20th century and one of the keys to the 21st. It brings together all the major parts of environmentalism and connects them. It focuses on activism, people fighting to save their homes, their lives, the future –

and succeeding against all odds.

The film unfolds in five acts, each with a central story and character:

- David Brower and the Sierra Club's battle to halt dams in the Grand Canyon
- Lois Gibbs and the Love Canal residents' struggle against 20,000 tons of toxic chemicals
- Paul Watson and Greenpeace's campaigns to save whales and baby harp seals
- Chico Mendes and Brazilian rubber tappers' fight to save the Amazon rainforest
- Bill McKibben and the 25-year effort to address the impossible issue – climate change

Surrounding these main stories are strands like environmental justice, going back to the land, and movements of the global south such as Wangari Maathai in Kenya. Vivid archival film brings it all back and insightful interviews with activists shed light on what it all means. The film offers a deeper view of environmentalism as civilizational change, bringing our industrial society into sustainable balance with nature. It's the battle for a living planet.

The film arrives at a moment of promise: 25 years after Dr. James Hansen first warned of global warming; 8 years after Katrina; 3 years after the Gulf oil disaster; 2 years after meltdown at Fukushima; a year and a half since stopping the Keystone Pipeline; and half a year since the wakeup call that was Hurricane Sandy, the capper to the hottest year on record. As Obama begins a second term more people than ever are active -- descending on Washington, DC on Presidents Day and launching a broad alliance to Stop Oil. 2013 may be the year that grassroots pressure finally forces action to halt climate change. *A FIERCE GREEN FIRE* tells stories about four successful movements, then takes up the biggest cause of all, still in suspense. It gives us reason to believe change can come.

To request a screener, please contact kelly.hargraves@firstrunfeatures.com.
DVD screener and online Vimeo link available.

Early Praise for *A FIERCE GREEN FIRE*:

"The material is vast and it's an incredibly dynamic film. It's shaping up to be the documentary of record on the environmental movement."

- Cara Mertes, Director of the Sundance Institute's Documentary Film Program

"Winningly spans the broad scope of environmental history... connecting its origins with the variety of issues still challenging society today." - Justin Lowe, The Hollywood Reporter

"Rarely do environmental-themed films come with the ambitious scope of 'A Fierce Green Fire'... which aims at nothing less than the history of environmentalism itself."

- Mark Olsen, Los Angeles Times

"The most ambitious environmental documentary since 'An Inconvenient Truth' tries to make the case that we just might win." - Michael Roberts, Outside Magazine

"The film left me emotionally drained and profoundly hopeful."

-Bruce Barcott, On Earth Magazine

"Brilliant! Should be assigned viewing for all of us, especially those political leaders currently manning the helm of spaceship earth." - Jay Meehan, Park Record

Director/Producer/Writer Mark Kitchell's *Berkeley in the Sixties* – one of the defining films about the protest movements that shook America during the 1960s – received the Sundance Audience Award and the Dupont-Columbia Award, was nominated for an Academy Award and named Best Documentary by the National Society of Film Critics. Kitchell went to NYU film school, where he made *The Godfather Comes to Sixth St.*, a cinema verite look at his neighborhood caught up in filming *The Godfather II* – for which he received another (student) Academy Award nomination.

Executive Producer Marc Weiss is the creator and former Executive Producer of P.O.V., the award-winning documentary series now preparing for its 26th season on PBS. Longtime activist, Weiss recently was asked to help lead the Sierra Club's Obama Climate Legacy Project, a 100-day action plan designed to encourage President Obama to lead on climate in his second term.

Interviews for the film were shot by Vicente Franco. It was edited by Ken Schneider, Veronica Selver, Jon Beckhardt and Gary Weimberg. Original music is by George Michalski and Dave Denny, Garth Stevenson, Randall Wallace and Todd Boekelheide.

Featured in the film are: the incomparable Lois Gibbs; Paul “I work for whales” Watson; Bill McKibben, author and founder of 350.org; Paul Hawken and Stewart Brand, alternative ecology visionaries; Martin Litton, at 92 thundering, “If you haven’t got any hatred in your heart, what are you living on?”; Carl Pope and John Adams, longtime heads of the Sierra Club and NRDC; and Bob Bullard, who closes the film on a universal note: “*There’s no Hispanic air. There’s no African-American air. There’s air! And if you breathe air – and most people I know do breathe air – then I would consider you an environmentalist.*”

Narrators, one per act, include: Robert Redford; Ashley Judd; activist Van Jones; author Isabel Allende; and Meryl Streep.

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[Website](#) which includes trailer, press notes, photographs and key art.
DVD screener and online Vimeo link available.

Press notes, photos, trailer and more at www.firstrunfeatures.com/fiercegreenfire_press.html

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