



FOR IMMEDIATE RELEASE
Date: Nov. 2, 2009

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Madison Community, Film Festival ‘Pear’ up to Combat Hunger

MADISON, Wis. – During North America’s largest free environmental film festival, hosted here in Madison (Nov. 6 to 8), attendees will get a chance to team up with local organizations like the Madison Community Supported Agriculture Coalition (MACSAC) to help local residents make it through the upcoming hunger season.

MACSAC is a vital link between families and farms. MACSAC’s “Share the Shares” project is aimed at broadening the community that receives fresh, nutritious fruits and vegetables, to include the food pantries at Centro Hispano and First Methodist Church. Currently, only about five percent of fruits and vegetables at these food pantries are fresh and un-canned. If enough funds are raised from donations at the film festival, MACSAC will purchase and donate six CSA (community supported agriculture) shares to those local food pantries.

With the CSA shares, local farms like Primrose Gardens, Harmony Valley, and Driftless Organics will provide farm-fresh produce like potatoes, carrots, and apples to the food pantries throughout the winter. MACSAC employees Kiera Malvey and Gini Knight will be available to answer questions and take donations before and after these relevant *Tales from Planet Earth* films:

- *What’s on Your Plate?* 10 a.m. Saturday, Nov. 7, Madison Museum of Contemporary Art, 227 State St.
- *Papapapá*, noon Saturday, Nov.7, Fredric March Play Circle, 800 Langdon St.
- *Our Daily Bread*, 9:30 p.m. Saturday, Nov. 7, UW Cinematheque, 4070 Vilas Hall, 821 University Ave.
- *The Hunger Season*, 1 p.m. Sunday, Nov. 8, First United Methodist Church, 203 Wisconsin Ave.

Tales from Planet Earth will showcase about 50 films from around the world. The Nelson Institute for Environmental Studies at UW-Madison is hosting the festival in partnership with Working Films. For details, visit TalesFromPlanetEarth.com.

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