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PRESS RELEASE

SAN DIEGO FOOD JUSTICE DOCUMENTARY PREMIERES IN SEPTEMBER – WITH YOUR HELP!

Social fundraising campaign to support post-production on *Land & Freedom* project

SAN DIEGO, Calif. August 26, 2014 – Non-profit arts organization Media Arts Center San Diego (MACSD) to launch a social fundraising campaign on August 26 in support of the documentary series *Land & Freedom: Talking Food Systems* for public release starting September 21, 2014.

Over the last six months video producers from MACSD have been visiting local gardens, farmers markets, and other fresh food projects in San Diego's diverse urban neighborhoods to speak with residents that are taking advantage of the city's reformed urban agriculture ordinances. What MACSD found are residents finding alternatives to a food system that has historically distressed low-income communities. Residents are eating healthier with produce they've grown themselves, using community gardens like they would use parks, and displaying respect for the neighborhoods they live in. Still, many people continue to struggle with the lack of affordable fresh produce readily available within neighborhoods and other resources to improve their lives.

On September 21 the documentary series from this exploration will be screened for no charge at the Digital Gym Cinema (2921 El Cajon Blvd. 92104), followed by community screenings in Linda Vista and Southeastern San Diego.

With the support of CalHumanities, MACSD was able to start production of the project. And with the support of Kaiser Permanente, MACSD is able to equip youth to continue community engagement. Now MACSD seeks to crowdsource \$10,000 with Indiegogo to match the contributions and complete post-production and the outreach activities by the premiere in September.

MACSD promotes access to film and video as tools for community self-expression and social change and supports the professional development of media artists. "It's been an honor to work with community members from underserved areas of San Diego to document the voice and pulse of these distinct neighborhoods advocating for social change," said Brian Myers, *Land & Freedom* project director.

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More information at www.talkingfoodsystems.org and igg.me/at/land-freedom (Indiegogo)