

THE MEATRIX

Critical Acclaim from the Public!

"Wow, you have changed my life with one short cartoon. Thank you for this." - Susy

"I saw The Meatrix video recently and it really got me thinking in a completely new direction. I want to be a responsible consumer – not only for my well being but for the well being of all farm animals." - Jennifer, Buenos Aires, Argentina

"I worked in a factory pig farm for six months and seen the cruelty and the same sick pigs I seen in the movie. I have a few free range pigs and they are treated 100% better then those poor animals in the barns. I seen the antibiotics that were needed to keep them "healthy." I tell people that if you ever worked in one of these barns you would never buy pork in the store. Keep up the good work!" - Gloria

"I received a forwarded message with a link to The Meatrix animation. What at first seemed funny turned out to be quite thought provoking. I am worried about the multiple harmful effects created by factory farming and would like to help local independent producers in my area. Do you have some sort of directory or link to a local organization in Mexico?" - Carlo, Mexico

"I only want to express my support in your effort. I'm from Israel, and I wish we had someone like you to protect our animal rights. (Our organizations preach for vegetarianism, and not for conscience-meat-consuming.) Anyway- Bravo!" - Chen, Israel

"One of my peers just sent me your site... Just wanted to say congrats. There are so many instances where cause-based communications cram their message down your throat. That was short, insightful, used an intelligent analogy and made me feel just guilty enough to want to do something without getting turned off from the message. Good show..." - Jason, Toronto, Canada

"Thank you so much for the amazingly satirical yet poignant video on factory farming, "The Meatrix." I've been looking for a way to get the message on factory farming out to friends without being preachy or 'heavy' and this is perfect. I'm going to send it to everyone I know. Thank you, thank you, thank you, it's pure genius. Your site is fantastic." - Heather, Los Angeles

"My whole family LOVES The MEATRIX, and my oldest son is planning his science fair project around it." - Jeri, Colorado



"This has got to be one of the most creative genius ideas I have seen in a long time! Well done. And, I will be shopping differently because of it." - Joyce, Oregon

"My husband has just shown me your work and I am really impressed and grateful that some people are doing something creative, fun and worthwhile educationally about such issues. I am a teacher and will be showing my students asap. It is great to have so much info on how we can make a difference rather than just describing the dreadful state of how things are." - Lisa, Australia

"Just wanted to congratulate you on what is possibly the most effective/clever awareness-raising campaign that I've seen. I hope The Meatrix is on fast servers, because it is sure to be swamped!" - Rolf, Australia

"Meatrix is turning into one of those international awareness-raising events... I've received it 4 times in the last 2 days. Thanks." - Theo, UK

"Thank you so much. I am a buyer of mostly organic meats, eggs and produce (I say mostly because, as a single mom of three with only one job, I cannot always afford organic foods), but it never occurred to me until now that even when I can't afford organic foods, I can afford to cut down on meat consumption and also support local farmers by going to the nearby farmers market. Thanks so much for your help and information!" - Tana, Texas

"Before visiting your website I had never even heard of factory farms. It really seems that it is like the Matrix and we are not told the full truth. Since seeing that video I have decided to take action and only eat organic meats. Thank you for opening my eyes!" - Will

Critical Acclaim from the Media!

"A sharp parody" - USA Today

"Fighting back in a way you might not expect... You don't want to miss it" - CNN Headline News

"We swear you'll never look at pigs the same" -Los Angeles Times

"The Meatrix manages to be both funny, clever and informative" -The Guardian (U.K.)

"Get ready for The Meatrix" -Canadian Broadcasting Corporation (Canada)

"A brilliant, thought-provoking, little flash movie about factory farming" -Toronto Star (Canada)

"The Meatrix achieves something we didn't think possible- a pretty funny expose on the evils of factory farming" -Seattle Post Intelligencer

"As more people question the safety and nutritional value of the meat they buy, tools such as 'The Meatrix' present some alternatives" -San Antonio Express-News

"The little film that did... The revolution will not be televised. It will be emailed" -Adbusters

"Brilliant" -E! Online



"A cult Internet hit" -The Globe and Mail (Canada)

"Hilarious...a comic spin on an uncomfortable issue" -Alternet.org

"The hottest online hit" -Salon.com

"...it beats the original hands down. Watch, Wachowski brothers, and learn." [The Wachowski brothers are the directors of The Matrix.] -Sunday Star-Times in New Zealand.