

THE MEATRIX II 1/2

About:

The Meatrix returns with The Meatrix II 1/2 at www.moremeatrix.com. This time, our heroes Moopheus, Leo, and Chickity take on another facet of industrial agriculture – meat processing. Picking up from their last adventure at a dairy farm, Leo and Chickity attempt to rescue Moopheus, who has been kidnapped and taken to a slaughterhouse.

The Meatrix II 1/2 has been created and produced by Sustainable Table (www.sustainabletable.org) and Free Range Studios (www.freerangestudios.com) for Participant Productions and their social action campaign around the Fast Food Nation movie (www.participate.net/fastfoodnation).

Spoofing the Matrix films, The Meatrix II 1/2 follows the action from the original The Meatrix and The Meatrix II: Revolting, which have reached more than 15 million viewers worldwide. The films have won over a dozen major film and Web awards, including an Annecy International Film Festival award, South by Southwest Interactive Web Award, Environmental Media Association’s Best Documentary Short Film Award, and a coveted Webby Award.

The Meatrix films have also garnered both critical and public acclaim and have been shown in all mediums, including a television appearance on Bill Moyers former Now show on PBS, links from tens of thousands of blogs and websites, and screenings at film festivals, conferences, events, and in classrooms around the world. The Meatrix films have been translated into over 30 languages and have amassed a loyal following of fans worldwide.

Fast Food Nation, a dramatic feature based on material from Eric Schlosser’s bestselling book of the same name, explores the fast food industry and ultimately reveals the dark side of the “All American Meal.” Directed by Richard Linklater, the all-star cast includes Greg Kinnear, Patricia Arquette, Ethan Hawke, Kris Kristofferson, Avril Lavigne, Esai Morales, Catalina Sandino Moreno and Wilmer Valderrama.

Each Participant film has its own social action campaign that provides people with specific actions they can take to get active in their communities. The Fast Food Nation campaign kicks off by encouraging consumers to use Sustainable Table’s Eat Well Guide (www.eatwellguide.org), an online directory of sustainably raised meat, poultry, dairy and eggs in the United States and Canada. The campaign can be found at www.participate.net/fastfoodnation.

For more information, please contact leo@themeatrix.com