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BonnaMoo???

Action star Moopheus joins lineup at Bonnaroo 2008

Moopheus, star of the award-winning Meatrix films, has been added to the list of celebrities and acts at this year's Bonnaroo festival in Manchester, Tennessee, from June 12 – 15th.

Joining acts such as Pearl Jam and Metallica, Moopheus will be at the festival to spread his message of sustainability while urging concert goers to support local food from small family farmers. This year's festival is slated to have both a local farmers market and an organic café.

"Bonnaroo is a great example of how large festivals should be," said Diane Hatz, Executive Producer of The Meatrix films and Founder/Director of Sustainable Table, the nonprofit behind the movies. "Not only is there a community of 80,000 people coming together for three days to share music and culture, there's a real effort by organizers to be conscious of the environmental impact and sustainability of the festival. We're excited to be part of this amazing event."

Moopheus will be appearing each day in the Planet 'Roo section of the festival, the area devoted to sustainable, environmental and nonprofit organizations. He'll be screening his three films – The Meatrix, The Meatrix II: Revolting and The Meatrix II ½ - and talking about problems with industrial agriculture and easy solutions for creating change. He will be joined by co-stars Chickity and Leo.

The Meatrix films are short (less than 5 minutes) animations that highlight problems with today's food supply, including factory farming, dairy, and slaughterhouses. The films have won numerous awards including ones from the Environmental Media Association, Annecy International Animation Festival, a Webby, as well as awards from many film festivals.

The film spoofs the popular Matrix movies and stars a trench-coat clad cow named Moopheus; Leo, the hog hero who wonders if he's 'the one'; and Chickity, the feathered family farm defender.

[Sustainable Table](#), producer of The Meatrix films, is a nonprofit program that educates consumers and raises awareness about sustainable food. Sustainable Table was created in 2003 by the nonprofit organization [GRACE](#) to help consumers understand the problems with our food supply and offer viable solutions and alternatives. Rather than be overwhelmed by the problems created by our industrial agricultural system, Sustainable Table celebrates the joy of food and eating.

For more information about the trip to Bonnaroo, please visit www.sustainabletable.org/roadtrip

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