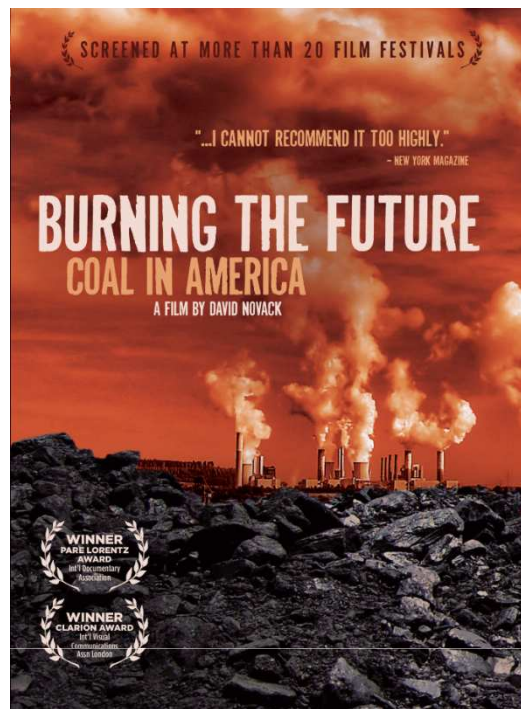


PREORDER **Jul 28** RELEASE **Aug 25**

NEW RELEASE: **DOCURAMA**



SYNOPSIS Coal provides half of America's electricity, but at what cost? *BURNING THE FUTURE* examines the explosive forces that have set in motion a groundswell of conflict between the coal industry and residents of West Virginia. Faced with toxic ground water, the obliteration of 1.4 million acres of mountains, and a government that appeases industry, the heroes launch a valiant fight to arouse the nation's help in protecting their mountains, saving their families and preserving their way of life.

BURNING THE FUTURE: COAL IN AMERICA

A searing exposé of mountaintop removal coal mining

- Screened at over 20 film festivals, where it's won 10 awards, the film features Maria Gunnoe, winner of the prestigious 2009 Goldman Prize for environmental protection.
- Premiered on the Sundance Channel in April 2007 and a limited theatrical release.
- Received rave reviews, including from the *New York Times* "as upsetting as it is informative", and is supported by the Sierra Club.
- In the search for alternatives to oil, coal has become a hot topic, with the "clean coal" debate at the forefront of conservation discussions.
- Grassroots marketing outreach will target the environmental and politically progressive audiences.
- PR campaign will target environmental and socially-progressive publications and sites (*Mother Jones*, *Real Simple*, *Organic Style*, etc.), and offer clips and DVD giveaways on blogs.
- Promotional efforts will coordinate with the Sierra Club, CLEAN, and the Reality Coalition.

PRODUCT INFORMATION

DVD FEATURES: Interviews with environmentalists; comprehensive DVD-ROM coal impact guide

SRP: \$26.95 U.S.
FORMAT: Single
PACKAGING: Eco-friendly single digi
LENGTH: Approx. 89 mins + extras
GENRE: Documentary
YEAR: 2008

LANGUAGE: English
COLOR: Color
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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