

IMMEDIATE RELEASE



CLIMATE BLOCKBUSTER *THE AGE OF STUPID* PUSHES THE BOUNDARIES OF
DOCUMENTARY FILMMAKING WITH A RIVETING LOOK AT CLIMATE
CHANGE- FROM THE YEAR 2055

THE AGE OF STUPID

2-DISC, ECO-FRIENDLY SPECIAL EDITION DVD ARRIVES
ON AUGUST 24TH, 2010 FILLED WITH OVER 6-HOURS OF BONUS MATERIAL

New York, NY July 15, 2010 – ...*Why Didn't We Save Ourselves When We Had the Chance?* The year is 2055. The Earth is devastated. One man remains in "The Global Archive," a vast storage facility protecting all of humanity's collective achievements in art, science, music and literature, as well as pickled specimens of thousands of rescued animal and plant species. Featuring Oscar® nominated actor Pete Postlethwaite (*The Usual Suspects*, *Clash of the Titans*) and music from Radiohead, Depeche Mode and The Stupid Orchestra, *The Age of Stupid* hits DVD stores as a 2-Disc eco-pack on August 24th, 2010.

Reviewed by *The LA Times* as "An Inconvenient Truth, but with a personality," and featured on the front page of *The New York Times*, *The Age of Stupid* mixes drama, documentary, news clips and animation to such stunning effect that it broke the Guinness World Record for the biggest premiere and reached No. 1 at the box office in its UK theatrical release.

Based on mainstream scientific projections from the present day, *The Age of Stupid* focuses on the archivist as he tries to work out why we didn't save ourselves while we still had the chance. He flips through a startling array of news clips, interviews and scientific reports from our current time, each its own warning sign of the destruction that is looming if we don't change our current consumption practices. Through the clips, we meet a variety of individuals—a climbing instructor at Mont Blanc, a girl coming of age in the devastated Niger River Delta, an activist campaigning for wind power in the U.K., an oil-industry worker impacted by Hurricane Katrina—who caution us about the impacts of our profligacy, but all face a culture that refuses to alter its habits, and hence knowingly destroys its only home.

From the director of ground-breaking indie doc *McLibe*, now seen by more than 22 million people, and the producer of the Academy Award®-winning *One Day in September*, the fresh, fast-paced and often hilarious *The Age of Stupid* continues to break all the rules of independent film distribution—including raising its budget entirely from "crowd funding", powering its UK premiere entirely by solar energy (and therefore only producing 1% of the normal emissions), pioneering a new local community distribution model called "Indie Screenings" and smashing the world record for the largest live film event when its "Global Premiere" reached over a million viewers in 63 countries. On September 21st, 2009, the event was broadcast via satellite to 700 cinemas across the globe followed by a panel with former UN Secretary General Kofi Annan and Gillian Anderson, as well as live music from such notable stars as Moby and Thom Yorke from Radiohead.

The Age of Stupid led directly to the "10:10" climate change campaign, which asks everyone to cut their emissions by 10% in a year. Notable sign-ups include Microsoft, Sony, Adidas, Colin Firth, Tottenham Hotspurs, the city of Brighton and the entire UK Government. There are also separate 10:10 campaigns in more than 40 countries, including the United States.

The Age of Stupid (SRP \$29.95) features over **6 hours of bonus material** including a 50-minute making of documentary, Pete Postlethwaite ambushing the UK's climate minister at the solar-powered premiere, Deleted Scenes, Extended interviews, eight short films about climate and lots more.

FILMMAKERS:

Director FRANNY ARMSTRONG

Producer LIZZIE GILLET

Editor DAVID G. HILL

Composer CHRIS BRIERLEY

Executive Producer JOHN BATTSEK

TECHNICAL INFORMATION:

Catalog #:	NNVG224540	Language:	English
Rating:	N/A	Color:	Color
Running Time:	89 mins + extras	Audio Format:	Stereo
Genre:	Documentary	Distributor:	Docurama Films
Release Date:	August 24 th , 2010	Pre-Order Date:	July 27 th , 2010
Websites:	www.docurama.com www.ageofstupid.net www.1010global.org		

About Docurama Films®

Docurama Films launched in 1999 with the very first feature documentary on DVD, D.A. Pennebaker's *Bob Dylan: Don't Look Back*. Over a decade later and a line of over 300 award-winning and critically acclaimed films, Docurama Films is the premier worldwide distributor of documentary films. Our mission is to deliver the greatest classic documentaries of the last fifty years while spreading the word about filmmakers who are taking the form to new heights. We share stories that are informative and express diverse points of view within a broad range of topics, the stuff we truly care about such as the arts, the environment, history, social, politics, ethnic, LGBT, and music. We seek to reach broader audiences not only by distributing these stories on traditional formats like DVD, but also by making them available on new and evolving digital platforms.

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