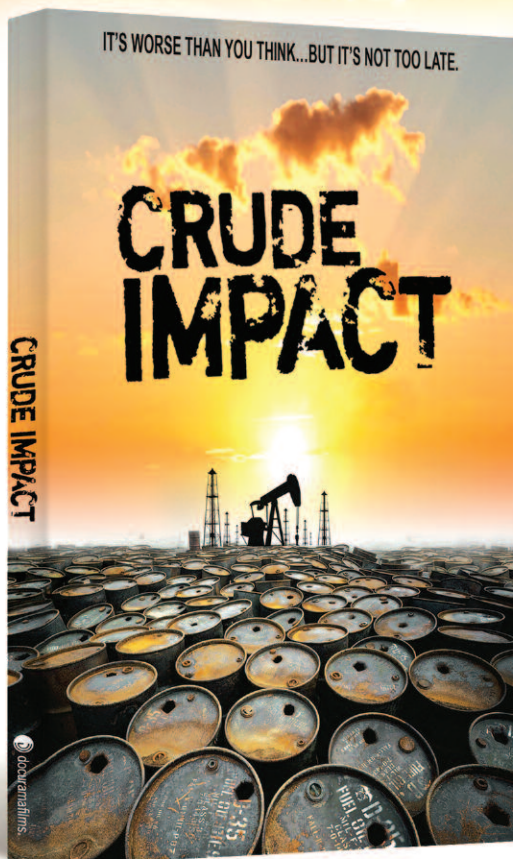


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It took hundreds of millions of years for petroleum to form on Earth. It took just 150 years for human beings to bleed the planet of roughly half of this oil.

Arresting in its honesty and erudition, CRUDE IMPACT examines the catastrophic prospect of “world peak oil”—or the point in time when the quantity of petroleum extracted from the earth begins to irreversibly decline—as well as the vicious cycle of escalating consumption and depletion that led to this looming crisis. In illuminating the devastating effects of our rampant pursuit of oil, this multi-award-winning film reveals a frighteningly dark future that can only be averted by revolutionizing the way we think and live.

- Enjoyed a limited theatrical run in San Francisco, New York, Chicago, and Portland, a premiere on the Sundance Channel (April 2008), and official selection for more than 30 film festivals throughout the world.
- *A Crude Awakening* has been a smash hit for Docurama, shipping over 20K units and ranking #7 of all New Video films on iTunes.
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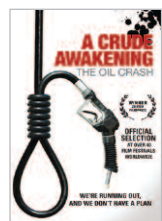
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