



* Artwork not final

SYNOPSIS Americans use 60,000 plastic bags every five minutes that we then throw away. But where is "away?" Where do the bags and other plastics end up, and at what cost to our environment, marine life and human health? BAG IT follows "everyman" Jeb Berrier as he navigates our plastic world. Jeb is not a radical environmentalist, but an average American who decides to take a closer look at our cultural love affair with plastics. Jeb looks beyond plastic bags and discovers that virtually everything in modern society—from baby bottles, to sports equipment, to dental sealants, to personal care products—is made with plastic or contains potentially harmful chemical additives used in the plastic-making process. When Jeb's journey takes a personal twist, we see how our crazy-for-plastic world has finally caught up with us and what we can do about it.

NEW VIDEO
newvideo.com

DISTRIBUTED IN THE U.S. BY
NEW VIDEO, 9002 BROADWAY, 9TH FL.
NEW YORK, NY 10010



DISTRIBUTED EXCLUSIVELY IN CANADA BY
E1 ENTERTAINMENT, 175 BLOOR STREET EAST,
NORTH TOWER, SUITE 1400 TORONTO, ONT M4W 3B8

PREORDER **FEB 14** RELEASE **MAR 13**

NEW RELEASE: DOCURAMA

BAG IT

The shocking truth behind plastic bag consumption

- Broadcast on public television in major markets across the country, which is currently ongoing.
- **Over 600** community and festival screenings to continue through Winter 2011
 - Winner at the Monterey, Flagstaff and Wild & Scenic Film Festivals.
- Release timed for inclusion in Earth Day press and promotions.
- DVD packaging uses no plastic in any way.
- Coordination with the filmmakers for cross-promotion and giveaways with BAG IT-branded eco products, as well as access to their dedicated fan base (3K Facebook fans) and blog.
- Grassroots marketing and PR outreach to environmentalist publications and organizations such as:
 - Treehugger (**83K Facebook fans, 123K Twitter followers**)
 - No More Plastic Bags Please (**28K Facebook fans**)

PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$29.95 U.S. \$34.95 CAN

FORMAT: DVD Single

PACKAGING: Single Amaray

LENGTH: Approx. 78 mins + extras

GENRE: Documentary

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: TK

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

CLIP: <http://vimeo.com/5645718>

COMP TITLES



**NO IMPACT
MAN**



**AN
INCONVENIENT
TRUTH**

CAT NO. NNVG262790 UPC 7-67685-26279-5 ISBN 1-4229-9577-1

docuramafilms®