



**“Only the prospect of worldwide mind-change gives me hope for the future.”**

– Daniel Quinn, author of *Ishmael*

**AN INVITATION TO PARTICIPATE**

**Be Part Of A Groundbreaking Global Release This October**

Organizations with an interest in moving the world toward true sustainability are rallying to promote the film, organize screenings and participate in the film’s release in a new and powerful way. Your group can be a part of this global event.

- ✓ increase visibility for your group & issues
- ✓ attract new members to your organization
- ✓ energize your membership
- ✓ raise money for your organization
- ✓ perform a critical service – get the film seen



- The *GrowthBusters* movie will...**
- raise awareness of limits to growth
  - generate important dialogue
  - take power from the forces impeding progress toward sustainability
  - give us the courage to embrace the end of growth

**Details on the Film**

*GrowthBusters* addresses the root cause of our most critical crises. It’s evident the scale of the human enterprise has outgrown our planet. Yet we continue our obsessive pursuit of economic growth and ambivalence toward overpopulation. *GrowthBusters* investigates why.

The film challenges our fundamental beliefs linking growth with prosperity and fulfillment. It connects the dots between economic growth, consumerism and population growth. And it uncloaks the forces that keep us addicted to expansion. It also offers hope for a world beyond growth, in which people are not dependent on a destructive, unsustainable system.

**Your Opportunities:**

- Participate in World Premiere (Washington DC, October 2011)
- Participate in media interviews
- Host your own screening(s)
- Promote the film to your membership
- Sell copies of the film & earn revenue



**“*GrowthBusters* will help us choose between a culture of growth and a culture of sustainability.”**

## Some Thought Leaders We'll Hear From

**Bill McKibben**

350.org

**William Catton**

Author, *Overshoot*

**Carolyn Stayton, Trathen Heckman, & Dave Room**

Transition US

**Paul Ehrlich**

Author, *The Population Bomb*

**Brian Czech**

Author, *Shoveling Fuel for a Runaway Train*

Center for the Advancement of the Steady State Economy

**Stephanie Mills**

Environmental Writer & Activist

Fellow, Post Carbon Institute

**Erich Pica**

Friends of the Earth U.S.

**Herman Daly**

Father of Modern Ecological Economics

**William Rees**

Co-Author, *Our Ecological Footprint*

**Juliet Schor**

Author, *Plenitude: The New Economics of True Wealth*

**Colin Beavan**

Author, *No Impact Man*

**Jerry Mander**

International Forum on Globalization

**Gus Speth**

Council on Environmental Quality

Jimmy Carter White House, 1980-1981

**Jane Goodall**

**Jon O'Brien**

Catholics for Choice

**Jon Symes**

The Pachamama Alliance

**Laurie Mazur**

Population Justice Project

**Lester Brown**

Earth Policy Institute

**Bill Ryerson & Katie Elmore**

Population Media Center

**Pete McCloskey**

U.S. Representative, 1967-1983

**Sarah Susanka**

Author, *The Not so Big Life*

**Peter Victor**

Author, *Managing Without Growth*

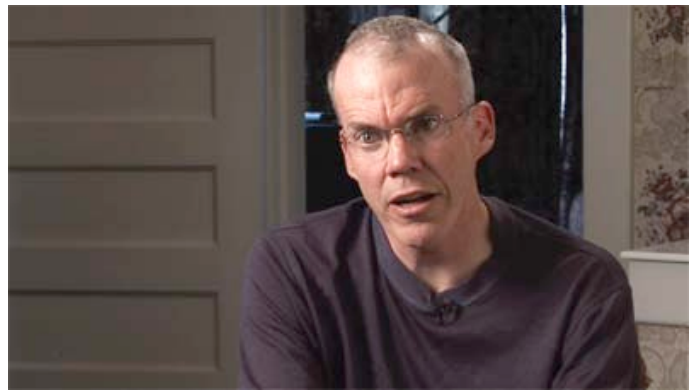
**Rex Weyler**

Cofounder, Greenpeace International

**Robert Engelman**

Author, *More: Population, Nature, and What Women Want*

Wordwatch Institute



**"The cult of endless growth has kept us from seeing clearly the choices in front of us. It's time we paid attention to some alternatives."**

**– Bill McKibben**

## What the Film Looks Like

Enlightening interviews with some of today's leading thinkers, animated illustrations of sustainability concepts, humorous skits, and the filmmaker's personal growthbusting trials and tribulations combine to help us understand the forces that keep us on a business-as-usual suicide track. If you want to see an extended preview, just let us know.



**"GrowthBusters is a hard-hitting, pull-no-punches look in the mirror– a wake-up call to upgrade our culture's operating system."**

**– Dave Gardner  
Filmmaker**

## How GrowthBusters will be Distributed

Immediately following its world premiere early October in Washington DC, the film will be available for national and regional premieres, and for organizational, community and house party screenings worldwide. We'll work with groups, conferences, festivals or other gatherings wishing to exhibit the film. Supporters are already signing up now to organize screenings. Film festivals are also planned.

DVDs, Blu-Rays and digital downloads will be available for purchase, on a sliding scale according to audience size. We will gladly discount the film to partners wishing to sell the film on their own websites or earn commissions on referred sales.



**A feature-length documentary encouraging our culture to kick the habit of growth addiction!  
Economic Growth • Population Growth • Urban Growth • Over-Consumption**

## **Ways Your Group Can Participate in the Documentary Release**

*Choose actions from this list that make sense for your organization.*

*We'll provide the materials and support you need, so this will require little of your time.*

### **Right Now:**

#### **Publicize the Project Now** (to help build excitement and followers)

- Link to the project on your website
- Embed the trailer on your website
- Provide regular project updates in your newsletters/blogs/publications
- Send a special notice about the project to your lists
- Ask supporters to make an extra donation to your organization to fund this film
- Publish a story about the project in your newsletter/blog/publication
- Publish an essay linking your cause to the issues covered by the film (we can help)

#### **Make Initial Commitment to Organize Screenings**

- Let us know you're interested  
(We'll begin exploring how to meet your objectives, we'll keep you posted, and we'll give you a closer look before you make final plans)

#### **Endorse the Project**

- Give us permission to list your organization as an endorser
- Write a letter of endorsement (we can provide a first draft if you wish)

#### **Contribute Funding**

- Provide a grant or donation (and receive *Partner Credit & Benefits*)
- Stage a fundraiser  
(Can include preview clips from the film and a chat with the filmmaker via Skype video call)

### **Throughout the Summer (Winter in the Southern Hemisphere):**

- Publish a notice or ad for the film on your website
- Embed the trailer on your website
- Provide regular project updates in your newsletters/blogs/publications
- Send a special notice about the project to your lists
- Ask supporters to make an extra donation to your organization to fund this film
- Publish a story about the project in your newsletter/blog/publication
- Publish an essay linking your cause to the issues covered by the film (we can help)

### **September - November:**

- Raise money for your organization (earn commissions when your members order DVDs)
- Publish a notice or ad for the film on your website
- Embed the trailer on your website
- Send a special notice about the project to your lists
- Publish a story about the film's release, and possibly a review of the film
- Publish an essay linking your cause to the issues covered by the film (we can help)
- Send representatives to world premiere and/or national or regional premieres
- Organize a screening event for your organization (possibly a fundraiser for you)
- Encourage your members to host house parties or community screenings (build your membership)
- Participate in media interviews on the project & issues (raise visibility for your group and cause)  
(Tell us and we'll help set these up.)