

GrowthBusters™

Hooked on Growth

“This could be the most important film ever made!”

-Paul Ehrlich, Author of The Population Bomb

“The cult of endless growth has kept us from seeing clearly the choices in front of us.”

-Bill McKibben



PRESS KIT

“Don’t see this film!”

-The Growth Profiteers

CITIZEN-POWERED MEDIA PRESENTS A DAVE GARDNER FILM “GROWTHBUSTERS: HOOKED ON GROWTH”
ORIGINAL MUSIC BY JAKE FADER SUBURBANOID FATTIES DEDRIC TERRY EDITED BY ADRIENNE BOESE EXECUTIVE PRODUCER DAVE GARDNER
ASSOCIATE PRODUCERS ALEXANDRA BILLINGS CHRISTINA HALEY LYNSEY JONES WRITTEN AND DIRECTED BY DAVE GARDNER



Hooked on Growth

Economic Growth • Population Growth • Urban Growth • Over-Consumption

BASICS:

GrowthBusters: Hooked on Growth is a 54-minute, non-profit documentary being shown around the world by organizations, community groups and individuals interested in moving the world toward sustainability. Screenings can be found and the film ordered at www.growthbusters.org.

SINGLE LINE: A documentary exploring the forces that fuel our worship of growth everlasting

LOG LINE:

One man takes on City Hall, Wall Street, presidents and prime ministers, as he questions society's most fundamental beliefs about prosperity.

BRIEF SYNOPSIS:

This groundbreaking documentary challenges our beliefs linking growth with prosperity and fulfillment. The film explores how our attitudes toward economic, consumption and population growth prevent rational responses to evidence we've outgrown the planet.

In this David vs. Goliath story, filmmaker Dave Gardner shares his own personal story of daring to challenge our growth-worshipping system. He is rebuked by elected officials who are deacons of the church of growth everlasting. He takes on millionaire real-estate developers enriched by public growth subsidies, and he tackles economists who spin pro-growth propaganda.

GrowthBusters weaves the tale of Gardner's efforts to wean his hometown from growth addiction, with examination of the most critical global issues of our time. Interviews with leading thinkers, animation and humorous skits debunk the "grow or die" myth. Cultural myths and taboos are exposed and explored.

Providing a ray of hope, the film also profiles groups and individuals exploring alternatives and moving the world toward true sustainability.

HONORS:

Best Film or Miniseries, Global Media Awards, Population Institute
Cinema Verité Award, Cinema Verde Environmental Film & Arts Festival (Florida)
Official Selection, SOHO International Film Festival (New York City)
Best Colorado Feature, Indie Spirit Film Festival (Colorado)
Nominated Best Feature Film and Best Science Communication Film, Reel Earth Film Festival (New Zealand)
Official Selection, Cosmic Cine Festival (Germany)
Official Selection, Awareness Film Festival (Los Angeles)
Official Selection, Urban Nomads Film Festival (Taiwan)
Official Selection, International Freethought Film Festival (Denver)
Official Selection, World Community Film Festival (British Columbia)
Official Selection, Film for Change Film Festival (Cape Town)
Official Selection, Denver Indie Fest

MAJOR CREDITS:

Production Company & Distributor: Citizen-Powered Media

Producer/Director/Writer: Dave Gardner

Editor: Adrienne Boese

Original Music: Jake Fader, Detric Terry, Suburbanoid Fatties, Nina Centaine, Charlie Mosbrook

GrowthBusters is a non-profit public education project of Citizen-Powered Media

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FILMMAKER DAVE GARDNER BIOGRAPHY

Dave Gardner produced and directed *GrowthBusters: Hooked on Growth*. In 30-plus years as a U.S. based professional filmmaker, he produced films for PBS (Public Broadcasting Service in the U.S.) and over a dozen Fortune 500 companies, including Coca-Cola, IBM, several airlines, oil and chemical companies, and even Enron. In 2005 Dave began focusing his camera on our modern culture and what drives us to worship everlasting growth in the face of overwhelming evidence that we've hit the limit.

FROM THE FILM...

"Our scenarios showed growth is going to stop. I don't need to be against it. The planet's against it...If we continue to rely on growth, to accept population expansion, and so forth, we're setting ourselves up to suffer enormously when key parts of the system start to fail."

– **Dennis Meadows**

Director, Club of Rome Project on the
Predicament of Mankind, MIT 1970-1972
Co-Author, *Limits to Growth*

"We're faced with a gigantic challenge that we haven't been prepared for, either in our genetic evolution, or more importantly, in our cultural evolution."

– **Paul Ehrlich**

Biologist
Professor of Population Studies, Stanford University
Author, *The Population Bomb*

"We confabulate; we make stories up about how it is that. Oh, everything is just fine, and our consumer-driven society is just OK, and of course the fact that we are emptying the seas, the fact that we are causing wide-spread climate change, you know the fact that we do have global hunger is just an anomaly, and we will be able to correct it if only we get back on track."

– **Raj Patel**

Fellow, Institute for Food and Development Policy
Author, *The Value of Nothing*
Author, *Stuffed and Starving*

"I often ask an audience, 'How many of you in here think it's possible to have infinite economic growth in a finite space.' Not a hand will go up. And yet, that's exactly what we are pretending we can do."

– **William Rees**

Population Ecologist
Professor, University of British Columbia
Co-Author, *Our Ecological Footprint*

"Human beings have used more natural resources since the end of world war II than in all of human history before."

– **Bill McKibben**

Co-Founder, 350.org
Author, *Earth: Making a Life on a Tough New Planet*

"This is like a splash of cold water to the face. It's a wake-up call. It's to say, 'Hey, you know, we are in that car speeding toward that cliff. Is that really what you want to do?' But it's also good news. It's good news that if we can turn the wheel and put our foot on the brake that it opens up a great world of possibilities for us to actually have more enjoyable, more fulfilling lives."

– **Dave Gardner**

Producer/Director of *GrowthBusters*

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QUOTES ABOUT THE FILM

“This could be the most important film ever made. It tackles the three lethal taboos that threaten our civilization, those against discussing overpopulation, overconsumption, and the nonsensical idea that economic growth itself is a net benefit even in rich countries and can and must continue forever.”

– Paul Ehrlich, Professor of Population Studies, Stanford University
Author of *The Population Bomb*

“We have to stop growth of populations and of rates of consumption of resources if we are going to have any hope of achieving sustainability. *GrowthBusters* is a great effort to educate people to see the need for this obvious step.”

– Al Bartlett, Professor Emeritus of Physics, University of Colorado
Author of *Laws Relating to Sustainability*

“Growthbusters is astounding. This film nails a highly sensitive, controversial, important point with humility, charm and humor.”

– Ozzie Zehner, Author of *Green Illusions*

“The idea that growth is the solution to all our social and economic problems is only about 60 years old. Yet industrial society is as addicted to growth as a crackhead is to cocaine. *GrowthBusters* is part of the treatment we need to go cold turkey to save ourselves-- and the planet.”

– William Rees, former Director of the University of British Columbia’s School of Community and Regional Planning, Author of *Our Ecological Footprint*

“If you thought getting our political leaders past denial on climate change was tough, then wait until you try the end of growth! That’s why this film is so important, we have to build a broad base of understanding that infinite growth on a finite planet is not just a bad idea, its just not possible. So the sooner we get ready for what’s coming the better off we’ll be.”

– Paul Gilding, former Executive Director of Greenpeace International
Author of *The Great Disruption*

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REVIEWS:

[Movie Spirit: GrowthBusters – Dave Gardner Challenges “Big is Beautiful”](#)

[Resilience: GrowthBusters the movie](#)

[WriteOn: GrowthBusters Explores Limits to Growth](#)

[IBI Watch: The Environmental Elephant in the Room](#)

[Transition Voice: Who You Gonna Call?](#)

[CSR Newswire: Green and Lean: Striking the Right Balance for True Prosperity](#)

[Marc Gunther: What’s Wrong With Economic Growth?](#)

[Climate Progress: Director Says Stop Drinking the Kool Aid](#)

[Sustainability: Science, Practice & Policy: So You Say You Wanna Grow, Buster?](#)

[New Internationalist: Growth is Not the Solution](#)

[Lantern Books: Challenging the “Religion” of Economic Growth](#)

[The Social Contract Press: Busting Growth](#)

[MacroBusiness: Are We Hooked on Population Growth?](#)

[LadyVerd.com: Decrecimiento o Destrucción](#)

[Peak Moment TV: Review of Hooked on Growth Documentary From GrowthBusters](#)

EXPERTS INTERVIEWED IN THE FILM:

Saleem Ali

Professor of Environmental Studies
University of Vermont
Author, *Treasures of the Earth: Need, Greed and a Sustainable Future*

Al Bartlett

Professor Emeritus of Physics
University of Colorado
Author, *Laws Relating to Sustainability*
Author, *The Exponential Function*

Brian Czech

President, Center for the Advancement of the
Steady State Economy
Author, *Shoveling Fuel for a Runaway Train*

Herman Daly

Ecological Economist
Former Sr. Economist, The World Bank
Author, *Beyond Growth: The Economics of Sustainable Development*

Paul Ehrlich

Biologist, Professor of Population Studies
Stanford University
Author, *The Population Bomb*

Katie Elmore

Vice President, Population Media Center

Robert Engelman

Executive Director, Worldwatch Institute
Author, *More: Population, Nature & What Women Want*

Eben Fodor

Community Planning Consultant
Author, *Bigger, Not Better*

Jack Hart

Former Managing Editor, *The Oregonian*

Trathen Heckman

Director, Transition U.S.

Tom Horton

Environmental Journalist
Author of the report, *Growing! Growing! Gone*

Lisa Hymas

Senior Editor, *Grist*

Richard D. Lamm

Colorado Governor 1975-1987
Co-Director, Institute for Public Policy Studies,
University of Denver

Phillip Longman

Author, *The Empty Cradle*
Fellow, New America Foundation

Jack Marshall

President, Advocates for a Sustainable Albemarle
Population

Chris Martenson

Creator of *The Crash Course*

Pete McCloskey

Former U.S. Representative
Co-Sponsor Original Earth Day

Bill McKibben

350.org co-founder
Author, *Eaarth* and *Deep Economy*

Dennis Meadows

Director, Club of Rome Project on the
Predicament of Mankind, MIT 1970-1972
Co-Author, *Limits to Growth*

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Mike Nickerson

Author, *Life, Money & Illusion*
Director, The Sustainability Project (Canada)

Dave Norris

Mayor, Charlottesville, VA

Raj Patel

Fellow, Institute for Food and Development Policy
Author, *The Value of Nothing*
Author, *Stuffed and Starving*

Dave Paxson

President, World Population Balance

William Rees

Population Ecologist
Professor, University of British Columbia
Co-Author, *Our Ecological Footprint*

Dennis Rooker

Albemarle County, VA Board of Supervisors

Dave Room

Director, Transition U.S.

Bill Ryerson

President, Population Institute
President, Population Media Center

Danny Schechter

Former News Producer
Media Critic
The "News Dissector"

Juliet Schor

Professor of Sociology, Boston College
Author, *Plenitude*
Author, *The Overworked American: The Unexpected Decline of Leisure*

Dick Smith

Founder, Dick Smith Electronics
Author, *Dick Smith's Population Crisis*

Robert Solow

Nobel-honored Economist
JFK economic advisor
Professor Emeritus of Economics, MIT

Gus Speth

Administrator, United Nations Development Programme 1993-1999
Environmental Advisor to U.S. President Jimmy Carter 1977-1981
Co-founder, Natural Resources Defense Council
Founder/President, World Resources Institute 1982-1993

J. Adrian Stanley

Reporter, *The Colorado Springs Independent*

Carolyne Stayton

Executive Director, Transition US

Sarah Susanka

Author, *The Not So Big Life*

Ellen Shell

Author, *Cheap: The High Cost of Discount Culture*
Associate Professor and Co-Director, Knight Center for Science and Medical Journalism
Boston University

Michael Swaim

Mayor of Salem, Oregon

Peter Victor

Economist
Professor in Environmental Studies
York University
Author, *Managing Without Growth*

Robert Walker

Executive Director, Population Institute

Madeline Weld

President, Population Institute of Canada

PHOTOS AND VIDEO CLIPS:

See [Media Section](#) of www.growthbusters.org

Contact us for video clips or see www.youtube.com/growthbuster

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