



June 17, 2005

Bay Area Vegetarians, led by co-founders Chris James and Tammy Lee, is an organization with which I feel fortunate to have connected. Recently, I approached Chris and Tammy about helping me promote the San Francisco theatrical release of our new film, "McLibel", an inspiring documentary that speaks to a number of issues, including those of nutrition and animal rights. I was hoping they would take an interest in the film and support it. I didn't anticipate the amazing effort they would make.

Upon deciding that they would endorse "McLibel", Chris and Tammy sprung into action, immediately implementing an innovative and tireless campaign to get the word out. They exhibited, what I feel, was an ideal grassroots strategy to support a project in which they believed. From posting word of the film on their website and including it in their member newsletter, to organizing a protest demonstration and a pre-screening dinner; these two made activism fun and effective. They topped it off by participating as guest speakers for a Q&A session at the theatre on opening night. From start to finish, the Bay Area Vegetarians gave new meaning to the word "support", and I can honestly say that the U.S. premiere of our film was significantly enhanced because of them.

If one has ever wondered whether or not grassroots activism can really work, the answer is yes. And Bay Area Vegetarians is the perfect example of an organization that knows how to get the job done.

Thank you, Chris and Tammy!

A handwritten signature in black ink that reads "Rich".

Rich Castro
Director of Outreach
Cinema Libre Studio