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REVOLUTION

The Evolution of Life and the Revolution to Save Us

Theatrical, Digital and DVD/BD Release On Earth Day 2015
50% Of Proceeds To Benefit Global Conservation Efforts

Los Angeles, CA (March 12, 2015) – Today director Rob Stewart (*SHARKWATER*) announced that his multiple award-winning hit documentary *REVOLUTION* will hit theaters on April 22. Using Earth Day to jumpstart a global conservation fundraising effort and unique distribution release strategy, Stewart is offering the film to the conservation community as a fundraising tool for their own campaigns. *REVOLUTION* will also be released digitally through the innovative streaming service Yekra and will be available on DVD/Blu-ray. As the youth of today play such an important role in conservation, select screenings on Earth Day will offer free admission to kids.

"A stunning adventure." - Sir Richard Branson

In 2007, *SHARKWATER* became one of the highest grossing Canadian documentaries of all time and shed much-needed light on the barbaric practice of finning sharks, thus igniting the movement to protect them, changing government policy worldwide and spawning multiple shark conservation groups. Met with global acclaim (Certified "Fresh" with an 89% audience score on Rotten Tomatoes) *SHARKWATER* won more than 40 awards at film festivals around the world, including the Toronto International Film Festival, AFI Dallas, Fort Lauderdale and Hawaii International Film Festival.

Now *REVOLUTION* takes the fight to save the oceans to the next level. An award-winning filmmaker, biologist, author, photographer and conservationist, Stewart filmed *REVOLUTION* over four years in 15 countries in some of the most remote and breathtaking locations; the gorgeous cinematography introduces audiences to never-before-seen marine wildlife. The film is Stewart's response to the pleas of leading scientists and conservationists, who told him that the bigger picture of the planet being in jeopardy needed to be told. They made the convincing case that by the middle of this century, we could have no fish in the sea, no coral reefs, no rainforests and a planet that can't sustain many forms of life.

This is an empowering firsthand look into the most important issues facing humanity, the story of how we got here, the ecosystems we depend on for survival, and the dawn of the largest movement that's ever existed that's rising to the challenge of saving our world.

REVOLUTION is an inspiring call to action, an adventure doc 3.5 billion years in the making that dives into the evolution of life through some of the world's most charismatic and little known species, and the man-made catastrophe facing our world. Uncovering the

cause of the mass extinctions of the past, Stewart's film deftly and courageously outlines the revolution needed to save us from the same fate that ended the reign of the dinosaurs – a mass extinction caused by Ocean Acidification. Positioning the environmental crisis as an opportunity for our youth to become heroes, *REVOLUTION* is a compelling and uplifting call for humanity to fight for the world we want, pointing to revolutions of the past as examples for the kind of change needed today.

As part of the distribution strategy, 50% of the proceeds from *REVOLUTION*'s release will benefit conservation. Groups and charities can host, play, stream and sell *REVOLUTION* to support their own initiatives. "The conservation movement is the biggest that has ever existed," says Stewart. "It should be winning the battle to save our world... all that's missing is awareness. We hope by releasing *REVOLUTION* in this exciting way that we can help educate and empower everyone to get involved."

The film will also be distributed to classrooms worldwide to educate and empower those whose future is at stake. During the making of *REVOLUTION*, Stewart was contacted by an elementary school teacher in Saipan who had showed her young students his previous film, *SHARKWATER*. The students were so inspired by the film that they got involved with their local government, resulting in Saipan banning shark fins. This triumph underscored to Stewart what a difference a film can make, and that humanity will do the right thing once educated about an issue.

Executive produced by Gus Van Sant (*MILK, GOOD WILL HUNTING*) *REVOLUTION* made its world premiere at the Toronto International Film Festival and has gone on to win ten awards at some of the biggest film festivals in Canada and abroad, including the Santa Barbara Film Festival.

**"If you go to one movie this year it must be *Revolution*."
David Suzuki, science broadcaster, academic and environmental activist**

REVOLUTION takes on ocean acidification, tar sands, deforestation, over-population, pollution and food scarcity, and includes some of the world's leading scientists. Stewart covers several major successful environmental protests featuring Robert F. Kennedy Jr. and activists who use non-violent civil disobedience similar to the tactics of Gandhi and Martin Luther King Jr., to send a message to governments and the media worldwide. What quickly becomes apparent is that the global conservation movement depends on the passion of young people, and that information changes everything.

Social Media And Other Supporting Materials

Twitter: @film_REVOLUTION

Facebook: <http://www.facebook.com/revolutionmovie>

YouTube: <http://www.youtube.com/revolutionmovie2012>

Official website, including guides for educators and students:

<http://www.therevolutionmovie.com>

Photos:

<http://therevolutionmovie.com/index.php/the-movie/press-epk/press-images/>

Trailer: <https://www.youtube.com/watch?v=P1uXnXvT4P8>

24-minute movie on the making of *Revolution*:

<http://www.youtube.com/watch?v=FTGeEehJNTY>

