

FOR IMMEDIATE RELEASE



**OPEN CINEMA Connects the Docs online and live in 3 locations on
Wednesday, November 19, *JUST EAT IT: A Food Waste Story*.**

Victoria, BC – October 28, 2014. On Wednesday November 19th OPEN CINEMA launches its twelfth season of thought-provoking documentaries and community conversation. The Victoria premiere of the award-winning documentary [JUST EAT IT: A Food Waste Story](#) will screen in 3 CRD locations and online as part of OPEN CINEMA's innovative multi-city hybrid cinema experience [Connect the Docs](#). The screenings will be followed by a post-screening discussion with local food waste specialists and social media engagement with the filmmakers.

Since launching at Hot Docs Documentary Festival in May 2014, *JUST EAT IT* has been winning awards and gathering accolades. A [glowing Variety review](#) describes it as “*hugely entertaining... Canadian filmmaking couple Grant Baldwin and Jenny Rustemeyer conduct an experiment to eat only discarded food for six months, highlighting an environmental crisis evidently fed by wasteful North American eating habits, but in a cheeky, accessible way.*”

Following OPEN CINEMA's successful screening of Jen and Grant's first film [THE CLEAN BIN PROJECT](#) in November 2010, the Capital Regional District (CRD) approached OPEN CINEMA to repeat the collaboration by co-sponsoring this follow-up, along with [reFUSE Resource Recovery](#).

“With the upcoming landfill restriction on kitchen scraps starting January 1, 2015 in the CRD, this film presents a unique look at food waste, and importantly, encourages us all to limit our waste and think strategically about our consumer habits.” ~ Russ Smith, Senior Manager, Environmental Resource Management, for the Capital Regional District.

“We all need to change our expectations, to open our eyes a bit wider, to ask the tough questions and to take ownership of every piece of waste we create, because Waste = Resources.” ~ Jason Adams, founder of event co-sponsor [reFUSE Resource Recovery](#).

In addition to OPEN CINEMA's regular [Victoria Event Centre](#) venue, the film also screens at the [Mary Winspear Centre](#), Sidney and at [ArtSpring](#), hosted by the [Salt Spring Film Festival](#). The Victoria screening will be followed by a discussion with Marika Smith, [Compost Education Centre](#); Neil Hodge, [reFUSE Resource Recovery](#); Maurita Prato, [Lifecycles Project Society](#) and Chef JP Green, [The Truffles Group](#), and moderated by Monique Booth, [Capital Regional District](#).

The discussion will be live streamed online at the Sidney and Salt Spring Island screenings. A concurrent [#JustEatItFilm Tweetchat](#) and [Facebook discussion](#) will allow the filmmakers to participate with both the live events and their online fans from Amsterdam where their film will screen at IDFA. OPEN CINEMA's live + online ie hybrid cinema experience *Connect the Docs* is made possible by a second round of generous support from the [Canada Media Fund](#).

WHAT *JUST EAT IT: A Food Waste Story*. Guests: **Marika Smith**, Compost Education Centre; **Neil Hodge**, reFUSE Resource Recovery; **Maurita Prato**, Lifecycles Project Society; **Chef JP Green**, The Truffles Group; moderator **Monique Booth**, CRD.

WHEN 7pm Wednesday, November 19th, 2014 (Doors 5:30pm)

WHERE **VICTORIA:** [Victoria Event Centre](#), 1415 Broad St (elevator access)
Local food, cash bar, community discussion and door prizes.
Cost: [Advance tickets \\$12.50](#) or limited at the door \$15 (Victoria venue only).
SIDNEY: [at the Mary Winspear Centre](#), in collaboration with [Star Cinema](#).
SALT SPRING ISLAND: [at ArtSpring, hosted by Salt Spring Film Festival](#).

JOIN US **LIVE OR ONLINE:** Attend the event or [watch online](#) and join the conversation! via [live stream](#) & [#JustEatItFilm Tweetchat](#) and [Facebook group](#).

INFO [OPEN CINEMA website](#) or [Facebook event](#)

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