

FOR IMMEDIATE RELEASE

January 12, 2011

Contact: Producer James LaVeck, james@tribeofheart.org

**PRINCETON ENVIRONMENTAL FILM FESTIVAL PRESENTS NEW JERSEY PREMIERE OF
AWARD-WINNING FILM ABOUT FARMERS TRANSFORMING THEIR RELATIONSHIP TO ANIMALS**

Saturday, January 15 at 7 PM at the Princeton Public Library, 65 Witherspoon St. in Princeton
followed by Q&A with filmmakers Jenny Stein & James LaVeck and film subject Harold Brown
FREE Event

**A stirring story of awakening conscience, *Peaceable Kingdom: The Journey Home* offers
a rare glimpse into both the moral struggles of farmers and the emotional lives of farm animals**

*Filmmakers and film subject available for interview upon request. Full-res photos available.
Film trailer and other photos at <http://www.peaceablekingdomfilm.org>*

Princeton, NJ — Award-winning filmmakers Jenny Stein and James LaVeck will be in Princeton on the evening of January 15th for the New Jersey premiere of their documentary, *Peaceable Kingdom: The Journey Home*. The film, which recently won the Grand Jury Prize at the Canada International Film Festival, the Audience Award at the Environmental Film Festival at Yale, and the Best of Fest Audience Award at the Berkshire International Film Festival, will be featured on the opening weekend of the Princeton Environmental Film Festival. The Saturday evening film screening will be followed by a Q&A with Stein and LaVeck, who will be joined by Harold Brown, a former beef farmer from Michigan whose life-changing transformation is featured in the film.

A 78-minute documentary, *Peaceable Kingdom: The Journey Home* shatters stereotypical notions of farming life. "Most of us are unaware of the painful initiation many farm kids go through when they discover they must choose between their natural empathy for the animals under their care," says LaVeck, "and their desire to be accepted by their family and community, both of which expect them to participate in taking the lives of individual animals they have nurtured."

"Our goal was to sensitively and accurately portray this moral struggle," adds Stein, "while also providing a rare glimpse into the emotional lives of farm animals. The way the animals communicate their individuality and their unmistakable caring for each other turns out to be one of the most commented-upon aspects of the film."

When the film premiered at the Moondance International Film Festival last in Boulder, Colorado, festival director Elizabeth English said "*Peaceable Kingdom* truly is a journey of inspiration; a journey to an enlightened consciousness." The film went on to win Moondance's Best Documentary award.

Milissa Pacelli, Director of Chicago's Peace on Earth Film Festival concurred: "*Peaceable Kingdom: The Journey Home* is a grand wake up call. You would have to be so numb to not be affected by this film." The film took home that festival's Best Documentary award as well.

"It's been heartening," says Stein, "to see the peace and environmental communities so enthusiastically embrace this film, extending their ethic of non-violence and compassion to the other beings who share the planet with us."

Peaceable Kingdom: The Journey Home has been an official selection in 14 film festivals in North America, including the Environmental Film Festival in the Nation's Capital, the St. Louis International Film Festival, the Orlando Film Festival, the Anchorage International Film Festival, and the Hot Springs Documentary Film Festival, where LaVeck was a featured speaker on an environmental panel with Robert Kenner, producer of *Food, Inc.*

Peaceable Kingdom: The Journey Home will be showing at the Princeton Public Library at 65 Witherspoon Street in Princeton on Saturday, January 15th at 7 PM. This event is FREE.

About director Jenny Stein and producer James LaVeck

Stein and LaVeck are the co-founders of Tribe of Heart, a nonprofit production company that produces life-changing, award-winning films about the journey of awakening conscience. Their documentaries have screened at more than 80 film festivals around the world, winning 18 top awards. Their first documentary, *The Witness*, which is now distributed in 12 different languages, was described by Pulitzer-winning columnist Howard Rosenberg as "one man's truth that cries out for mass exposure... may be the most important and persuasive film about animals ever made" (*Los Angeles Times*). Stein and LaVeck's films have been broadcast on PBS, endorsed by Dr. Jane Goodall, and supported by radio personality Paul Harvey as well as actors James Cromwell, Alicia Silverstone and William Baldwin. Learn more at <http://www.tribeofheart.org>

About film subject Harold Brown

A fifth-generation farmer from Michigan, Harold Brown worked in animal agriculture for half of his life. In *Peaceable Kingdom: The Journey Home*, he shares the touching story of how he broke away from the traditions of his upbringing to forge a new way in the world, based on his desire to live in harmony with his most deeply held values. In 2008, Harold founded a charitable organization called Farmkind, "to be a resource for farmers who want to make the transition from animal based to plant based agriculture, for consumers to learn a different perspective on how food is produced, to help those who desire to reconnect with the land and become farmers, to support local food production, environmental and social justice issues, the rights of all living beings to be co-cohabitants of this planet, and how these things have everything to do with creating the peaceful world that all beings desire."

<http://www.farmkind.org>

About the Princeton Environmental Film Festival

The goal of the Princeton Environmental Film Festival, sponsored by the Princeton Public Library, is "to use film as a medium to encourage discussion about the environment, raise awareness about environmental concerns, and stimulate community action to develop and make more environmentally sustainable choices and create more livable communities. And to bring the community together to make this happen." Librarians and community members curate the program, which is made up of documentary films complemented by some of the filmmakers, community activists, business leaders, scientists and others working on a broad range of environmental issues. This year's festival will take place Jan. 13-23 at the Princeton Public Library. Learn more at <http://www.princetonlibrary.org/peff/>

###