



"Whole Foods Market[®] Do Something Reel" Film Festival Now Playing at AMC Theatres[®]

Tickets on Sale Now for Special Event that Supports Budding Green-Genre Filmmakers and Earth Month from April 18-22 in Select AMC Theatres

Kansas City, Mo. (April 15, 2011) - AMC Theatres (AMC), a leading theatrical exhibition and entertainment company, is proud to work with Whole Foods Market, the leading retailer of natural and organic foods, to offer guests the chance to see the **"Whole Foods Market Do Something Reel Film Festival"** in celebration of Earth Month in April.

"AMC is committed to bringing quality, diverse content to our guests and the **Whole Foods Market Do Something Reel Film Festival** is a prime example of that," said Robert J. Lenihan, president of programming for AMC. "It is also an example of how we intend to amplify our pledge of bringing these powerful stories found in independent films to our guests through direct partnerships with independent filmmakers and film festival participation."

The festival launched April 1 and will travel to theatres in 70 cities across the United States this month, including five AMC theatres: AMC Rainbow Promenade 10 (Las Vegas); AMC Plymouth Meeting 12 (Philadelphia); AMC Rio Cinemas 18 (Washington D.C.); AMC Cupertino Square 16 (San Francisco); and AMC Rolling Hills 20 (Los Angeles). A different film will be shown each night at 6:30 p.m. local time, with a double feature on Earth Day, April 22, at 6:30 p.m. and 8 p.m.

It's a collection of six provocative, character-driven films that focus on food, environmental issues and serve as reminder of small changes people can make for good while supporting budding green-genre filmmakers. The six films chosen for the inaugural festival include:

- **BAG IT!** - In this highly entertaining and eye-opening film, filmmaker Suzan Beraza follows Jeb Berrier as he navigates our plastic-reliant world. Jeb is not a radical environmentalist, but an average American who decides to take a closer look at our cultural love affair with plastics. www.bagitmovie.com
- **LUNCH LINE** - This deeply affecting film from filmmakers Mike Graziano and Ernie Park follows six kids from one of the toughest neighborhoods in Chicago as they set out to fix school lunch and wind up at the White House. Their unlikely journey parallels the dramatic transformation of school lunch from a patchwork of local anti-hunger efforts to a robust national feeding program. www.lunchlinefilm.com
- **ON COAL RIVER** - A compelling and transcendent narrative on the human costs of coal and strip-mining, this provocative film from filmmakers Francine Cavanaugh and Adams Woods follows the journey of a former coal miner and his neighbors, residents of Coal River Valley in West Virginia, as they transform from so-called victims to fearless and informed experts on mountaintop removal. www.oncoalriver.com
- **PLANEAT** - This visually stunning film from filmmakers Shelley Lee Davis and Or Shlomi tells the story of the scientists, farmers and chefs tackling one of the greatest problems of our age: Western culture's love affair with meat and dairy. Through an extraordinary personal and mouthwatering culinary journey we discover the wide range of medical and environmental benefits of eating our veggies. www.planeat.tv
- **URBAN ROOTS** - Filmmaker Mark MacInnis tells the powerful story of a group of dedicated Detroiters working tirelessly to fulfill their vision for locally grown, sustainably farmed food in a city cut off from real food and limited to processed fast food. This group has taken on the enormous task of changing this reality. www.urbanrootsamerica.com
- **VANISHING OF THE BEES** - Narrated by Oscar-nominated actress Ellen Page, this cautionary tale from filmmakers George Langworthy and Maryam Heinen reveals the mystery of the disappearing bees, and the links to industrial farming and our attitude toward the natural world. Starring in this real-life drama is a commercial bee farmer who sounded the alarm when his bee colonies collapsed and his business was decimated. www.vanishingbees.com

Earlier this month, AMC unveiled **AMC Smart MovieSnacks[™]**, a comprehensive snack pack that includes Chiquita[™] Fruit Chips, a 20-oz. Dasani[®] water, an Odwalla Bar[®] Chocolate Chip Trail Mix and PopCorners[™] popped corn chips. In creating AMC Smart MovieSnacks, AMC identified the best products after testing hundreds with a guest panel and collecting feedback. As a result, AMC Smart MovieSnacks represents a meaningful product offering that incorporates the best of nutritious snack choices, yet still allows guests to indulge, albeit smartly, when snacking at the movies.

AMC's initiative to improve access to more nutritious snacks at the movies included working with the Alliance for a Healthier Generation, a national non-profit founded by the American Heart Association and the William J. Clinton Foundation to combat childhood obesity. AMC modeled AMC Smart MovieSnacks on the Alliance's school competitive food and beverage guidelines, which the organization uses in its work that supports more than 11,000 U.S. schools.

In addition to the ***Whole Foods Market Do Something Reel Film Festival***, Whole Foods Market is also creating a grant program for filmmakers in the green film genre. A portion of all tickets sales from the film festival will go towards a film production and development grant that will encourage filmmakers to continue making stories about the environment and the choices we make as consumers.

The festival is presented in association with Applegate Farms and RiceSelect™, with additional support from EVOL Burritos, Food Should Taste Good and Siggis. For additional information about the festival, please visit www.dosomethingreel.com.

About AMC Entertainment Inc.

AMC Entertainment Inc. delivers distinctive and affordable movie-going experiences in 361 theatres with 5,203 screens across the United States and Canada. The company operates 24 of the 50 highest grossing theatres in the country, including the top three. AMC has propelled industry innovation and continues today by delivering premium sight and sound, enhanced food and beverage and diverse content. www.AMCTheatres.com.

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