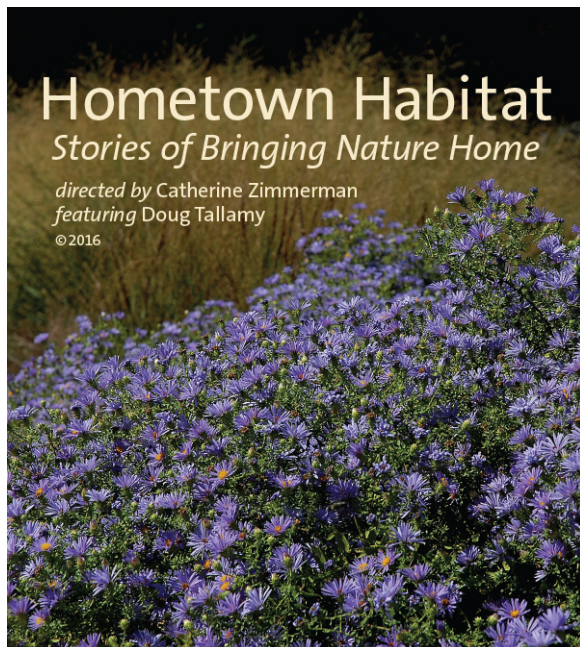


The Movie “Hometown Habitat”

Sunday, June 18th, 3:00 pm, Carrboro Century Center



“Surely our gardens can be beautiful, but Tallamy has made us aware that they are also a crucial element in the ecological fabric of Nature herself: in a world that continues to plow virgin prairie and fell ancient forests, we can restore habitat and provide a haven for pollinators and all manner of vertebrates and invertebrates that are ultimately essential to our well-being. Doug provides the narrative thread which weaves together stories of remarkable people creating an array of beautiful gardens, that are also heroic habitats for insects, frogs and birds. Nature comes back, one garden at a time!”

.....Panayoti Kelaidis, curator, Denver Botanic Gardens

“*Hometown Habitat* is a powerful film that explains not only why we need to change our landscaping attitudes and practices, but how change-makers are doing exactly that. Anyone who cares about the environment needs to watch this excellent documentary.”

.....Kim Eierman, Founder of EcoBeneficial!

Hometown Habitat, Stories of Bringing Nature Home is a thoughtfully produced, information-packed 90-minutes of ecological education and environmental inspiration by award-winning film maker, Catherine Zimmerman.

Through portraits of a series of successful initiatives the film inspires us to get involved, promote native plants, and make a difference in our own landscapes and client projects. There is environmental degradation all around us and the prevalence of media coverage focuses on the negative acts and consequences. *Hometown Habitat* is breath of fresh air and is a story of hope. The projects featured are varied and include... hundred-acre and pocket garden landscapes.

With the arrival of summer and vacation season, many of us are planning trips to National Parks and other vestiges of nature. Tallamy’s point is that we shouldn’t have to travel beyond our own yards and communities to find nature. With a few changes in attitude and application, we can make nature integral throughout our communities. Congratulations to Zimmerman and Tallamy on this valuable and much-needed project.

.....Penny Lewis, Executive Director, Ecological Landscape Alliance

You are invited to attend a free showing of *Hometown Habitat - Stories of Bringing Nature Home* on. The narrative thread of 7 hometown habitat heroes is provided by renowned entomologist Douglas Tallamy, Ph.D. whose research, books and lectures about the use of non-native plants in landscaping sound the alarm about habitat and species loss. Tallamy challenges the notion that humans are here and nature is someplace else.

Producer/director Catherine Zimmerman traveled around the country to visit hometown habitat heroes and film their inspiring stories of community commitment to conservation landscaping. Zimmerman shares their stories that re-awaken and re-define our relationship with nature. The message is that all of us have the power to support wildlife habitat and bring natural beauty to our patch of the Earth. The goal is to build a new army of habitat heroes and make natural landscaping the new landscaping norm.

“Finally, a film that examines the critical role that native plants play and explores our land ethic and the need to make radical changes to increase biodiversity and find harmony with nature. This documentary should be included in every school curriculum.”

.....Heather Holm, author of *Pollinators of Native Plants*

Did you know that native plants - once established - do not require the use of chemicals such as herbicides and pesticides to maintain their beauty? Or that they don't require extra watering from our precious supply of potable water? Did you know that our native pollinators and birds generally prefer native plants for nectaring and seed? All of this and more is presented in the movie.

***Hometown Habitat* is also available as a two-disk set.** Disc one plays the full 90-minute film. Disc two plays the film in chapters for targeted audiences such as church congregations, homeowner associations, landscape designers, nurseries, city councils, parks and recreation divisions, and land developers. The chapters can also be incorporated into school lesson plans focusing on sustainability and action. Ordering information is available at <https://themeadowproject.com/store/>.

Chapters:

- The Basics – Douglas Tallamy
- Ecosystem Services – Million Trees NYC
- Water Conservation – Habitat Hero Program
- Environmental Art Solutions – EcoArtists
- Sustainable Practices – Redefining the Horticulture Industry
- Restoration and Conservation Development – Steven Apfelbaum
- Interfaith Environmental Movement – Sacred Grounds
- Environmental Activism – Wild Ones

Five standard community screening licenses are also available for one-time screenings, with fees based on the number of people you expect to attend. A digital download or Blu-ray will be provided for one time use.

House Party (1-20 people) \$35
Small Community Screening (1-50 people) \$125
Medium Community Screening (51-100 people) \$200
Large Community Screening (100+ people) \$300
Screening with Admission Charge \$500

Also available are resources to assist in getting press coverage, increasing attendance and widening the interest in planting native plants. We want to go beyond the “choir”-folks already on board with natural landscaping—and help grow a new army of habitat heroes!

One way to do this is to try partnering with another organization in your community not actively involved in gardening with native plants. It could be a library, congregation, Chamber of Commerce, school or community association. Screening events are an opportunity for you to inspire attendees to plant native plants and grow your organization's membership.

Don't hesitate to contact Producer/Director Catherine Zimmerman at info@themeadowproject.com with questions or help with your event. She is available to attend screenings, to do a meet and greet, introduce the film, lead a Q & A session or be part of a panel discussion following the screening.

Thank you for being part of the effort to raise awareness about native plants and conservation landscaping.