



Media Release

Food Evolution movie takes spotlight at special screening hosted by CAMA Alberta, Feb. 6

January 22, 2018

Calgary, ALBERTA — An in-depth and insightful look at how a tsunami of fear, misinformation, ‘fake news’ and alternative facts has been used to create false perceptions of the food industry, is available in the ‘must-see’ buzz-generating Food Evolution movie.

Now a special opportunity to view the critically acclaimed film, alongside agriculture and food industry colleagues, is available in an exclusive screening presented by the Alberta chapter of the Canadian Agri-Marketing Association (CAMA). The CAMA Alberta screening is planned for the Cardel Theatre in Calgary, on Feb. 6, 2018, from 4:30 pm to 7:00 pm. and is free to attend.

“We are very excited to offer this special viewing of Food Evolution to our CAMA Alberta members and guests,” says Teresa Falk, President of CAMA Alberta. “It’s an important and entertaining film – one that exposes the campaigns of misinformation that are skewing consumer perceptions today. It cuts through the ‘Fake News’ surrounding GMOs, organic and other buzz words, and invites us to ‘Feast on Facts’ – an approach that has never been more critical for anyone who wants a true picture of what a healthy and sustainable food system means today.”

The movie, directed by Academy Award nominee Scott Hamilton Kennedy, is sure to have special resonance for anyone involved in marketing and communications related to agriculture and food. “Whether you are a CAMA Alberta member or someone new to our events, we invite you to join us for a fun and engaging evening.” The event will include networking with a pre-show reception at 4:30 pm before the screening begins at 5:30 pm. It will also feature a business card draw for the prize of a one-year CAMA Alberta membership (new or renewal).

The Cardel Theatre showing is made possible by CAMA Alberta as well as the generous support of event sponsors: ATB Financial, AdFarm, Bayer and Crop Production Services.

“CAMA Alberta is entering an exciting new chapter in 2018 that includes enhanced emphasis on special events like this which facilitate important discussion, knowledge-sharing and networking. We are grateful for the strong support of our membership as well as our event sponsors who make it possible.”

Already the event registrations are exceeding expectations and limited spots available are filling up fast. Cardel Theatre has a seating capacity of 150 people. “Don’t delay in registering if you

want to ensure your spot at this event.” Register to attend at: www.cama.org – hit the Alberta tab and scroll down to Coming Events.

CAMA is a network of skilled, agri-marketing professionals from across Canada, with chapters located in Alberta, Saskatchewan, Manitoba, Ontario and Quebec. The organization provides a hub to help members gain industry-specific knowledge, get the latest thinking on ag marketing from leading experts in and out of the industry, network with colleagues from across the industry, develop leadership skills and gain recognition, and keep up-to-date on career opportunities. Learn more at www.cama.org. Follow CAMA Alberta on Twitter: [@AlbertaCAMA](https://twitter.com/AlbertaCAMA) and like on Facebook: [@AlbertaCAMA](https://www.facebook.com/AlbertaCAMA).

###

Contact

Teresa Falk

CAMA Alberta

403-336-5078

teresa.falk@cpsagu.ca