



Hemp: Our Heritage, Our Future

www.HempHistoryWeek.com

MEDIA ADVISORY
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New Documentary Film About the Benefits of Industrial Hemp to Premiere in Hollywood, CA on June 5 at Raleigh Studios

"Bringing It Home" Sparks Dialogue about Policy Reform, Premieres During 4th Annual Hemp History Week

LOS ANGELES, CA – On Wednesday, June 5, 2013 at 7pm at Raleigh Studios in Hollywood, CA, Hemp History Week organizers will host a special LA premiere of "*Bringing It Home, a documentary film about industrial HEMP, healthy houses, and a greener future for America,*" to celebrate the 4th annual **Hemp History Week**, a nationwide public education campaign featuring retail promotions in over 750 stores and over 100 grassroots events throughout all 50 states to celebrate the benefits and uses of industrial hemp while calling for a change in federal policy to let U.S. farmers grow the crop. Food trends expert and "supermarket guru" Phil Lempert, Uli Bella of the Grammy winning band Ozomatli, and other special guests will join filmmakers Linda Booker and Blaire Johnson for a Q & A and discussion following the film.

Bringing It Home is a new hour-long documentary film about industrial hemp that explores the question of why a crop with so many widespread benefits cannot be farmed in the U.S. today. The film uncovers the history of hemp, its myriad industrial applications and legalization efforts. Through a grassroots audience engagement screening tour, the documentary aims to magnify dialogue about hemp in order to facilitate America's transition to a more informed, sustainable and healthy future. The film is premiering in conjunction with *Hemp History Week 2013* with screenings in major cities across the country.

WHEN: Wednesday, June 5, 2013 at 7pm

WHAT: Los Angeles premiere of feature length documentary *Bringing It Home, a documentary film about industrial HEMP, healthy houses, and a greener future for America.*

This event will also include a reception featuring a Hemp Food and Drink Menu: A special hemp themed menu has been created along with hemp ale brewed by Stone Brewing World Bistro & Gardens – Escondido, plus a locally made vegan dessert from Veganics and raw Chef Be*live to be served for all guests of this event. The menu will feature:

- Mediterranean Tapas Bar with Dried Fruits and Nuts for Garnish
- Hemp Hummus and Hemp Baked Bread
- Vegetable Spring Rolls with Sweet Chile Sauce drizzled with Hemp Oil

- Assorted Gourmet Pizzas (Mediterranean with Hemp Pesto, Margherita, and Veggie)
- Barefoot Chardonnay and Cabernet Sauvignon
- Assorted Sodas, Bottled Water, and Pellegrino
- Hoppy Brownie brown hemp ale from Stone Brewing World Bistro & Gardens – Escondido, CA
- Vegan Hemp Cookies, Hemp Cupcakes and Hemp Brownies

WHO: Food trends expert and “supermarket guru” Phil Lempert, and Uli Bella of the Grammy winning band Ozomatli, and other special guests will join filmmakers Linda Booker and Blaire Johnson for a Q & A and discussion following the film.

WHERE: Raleigh Studios, 5300 Melrose Ave Hollywood, CA 90038. For more information on the venue, go to: www.raleighstudios.com/hollywood. All guests must enter venue at 655 N Van Ness Ave. no earlier than 30 minutes prior with Photo ID. (A \$5 parking fee will be charged per car.)

This is a private event by invitation only. Media must R.S.V.P. to Lauren Stansbury by June 4 at lauren@mintwood.com.

Filmmakers Linda Booker and Blaire Johnson were inspired by environmentally conscious home designer Anthony Brenner’s story to find the healthiest materials available to build a safe indoor environment for his young daughter, Bailey, who has a sensitivity to synthetic chemicals. Brenner received national media attention when he and Hemp Technologies completed “America’s First Hemp House” for the former mayor of Asheville, North Carolina. Booker and Johnson tell the story of hemp through animation, archival images and footage of hemp business leaders and entrepreneurs, like Brenner and others, from England, Spain, Washington, D.C., California and North Carolina. For more information, go to: www.BringingItHomeMovie.com.

The fourth annual *Hemp History Week* will be held from June 3–9, 2013. The theme of the 2013 campaign is *Hemp: Our Heritage, Our Future*. A national grassroots education campaign designed to amplify support for hemp farming in the U.S., *Hemp History Week 2013* will feature an estimated 850 events in cities and towns throughout all 50 states. Volunteer-led grassroots events, retail promotions, a documentary film premiere, a restaurant program, a college campus roadshow, and an online letter-writing drive to encourage the Obama Administration and Congress to change federal law that currently prohibits American farmers from growing industrial hemp are all facets of the campaign to bring this environmentally sustainable and profitable crop back to American soil. More information and a promotional video for the campaign are available at: www.HempHistoryWeek.com.

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Hemp History Week, June 3–9, 2013, is an industry-wide initiative of the Hemp Industries Association (HIA) and Vote Hemp. The HIA is a non-profit trade group representing hemp companies, researchers, farmers and supporters. Vote Hemp is a national, single-issue, non-profit advocacy group founded in 2000 by members of the hemp industry to remove barriers to industrial hemp farming in the U.S. through education, legislation and advocacy. For further information, please visit www.TheHIA.org and www.VoteHemp.com.