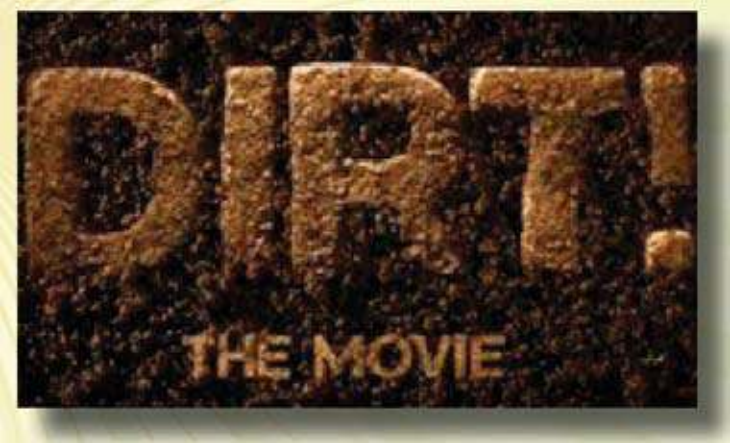
SustainFloyd Says, "Get Dirty!"

"Dirt! The Movie" to be Screened at Floyd Country Store Thursday Night, November 3rd.

Floyd, Virginia – SustainFloyd (www.sustainfloyd.org) will present the award-winning documentary, "Dirt! The Movie," at 7 p.m. Thursday, November 3rd at the Floyd Country Store. Admission is $5. The doors will open at 6:30 p.m. and everyone is encouraged to arrive early to enjoy home-baked goods, Red Rooster Coffee, fresh popcorn and soft drinks, available for donations. The event will serve as a fundraiser for SustainFloyd. A panel discussion will follow the movie for those who want to ask questions.



"Dirt! The Movie" is an astonishing, humorous and informative look at the unappreciated ground beneath our feet. Actress Jamie Lee Curtis narrates the film. It was directed and produced by Bill Benenson and Gene Rosow. This beautiful documentary, which won the Sundance Film Festival's Grand Jury Prize Nomination, tells the story of Earth's most valuable and underappreciated source of fertility – from its miraculous beginning to its crippling degradation.

"Whether you farm, garden, or are just curious about nature and the environment, this film is mesmerizing," said SustainFloyd Director Mike Burton. "Viewers will have a fun, relaxed time, while gaining a unique perspective on the earth beneath our feet. We know that Thursday evenings are work/school nights, but this is NOT a late night. We wrap things up by 9 p.m. and everyone enjoys these community screenings."

This is the second documentary to be shown in SustainFloyd's 2011 Fall Film Series. The first movie, screened September 22nd was "The Electricity Fairy." The final film of this year's series will be "The Economics of Happiness" on Thursday evening, December 8th at 7 p.m. at the Floyd Country Store.

Created in 2009, SustainFloyd is a 501(c)(3) non-profit organization that assists the community of Floyd County, Virginia in sustainable, local growth. Its vision is a mix of the past and the future – working to develop new ideas that will support the next generation of this rural community, while preserving our local traditions and history. To learn more about SustainFloyd and its mission, go to www.sustainfloyd.org.

What: SustainFloyd screens "Dirt! The Movie" with baked goods and popcorn
When: 7 p.m., Thursday, November 3rd, 2011 (Doors open at 6:30 p.m.)
Where: Floyd Country Store, Floyd, VA
Who: Everyone invited! $5 Admission