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Press Release

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FOR IMMEDIATE RELEASE

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Inspiring Film Festival Comes to Pocatello

Films to help communities find environmental solutions

What: Wild & Scenic Environmental Film Festival presented by Patagonia

When: Wednesday, April 23, 2008, 6:30pm-9:30pm (doors open 6:00pm)

Where: ISU Bengal Theatre, Pond SUB.

Ticket Prices: \$5 for students and members of Idaho Rivers United, \$7 general public. Tickets can be purchased at the door, at the ISU Outdoor Adventure Center 208-282-3912, or online at www.idahorivers.org. Buy an Idaho Rivers United membership and receive free admission and a raffle ticket.

POCATELLO - Join Idaho Rivers United and the ISU Outdoor Adventure Center for the Wild and Scenic Environmental Film Festival On Tour at the ISU Bengal Theatre (Pond Student Union Building), Wednesday, April 23, 2008 at 6:30pm.

The tour, the largest environmental film festival in North America, brings together a selection of films from the annual festival held by the South Yuba River Citizens League (SYRCL), a watershed advocacy group based in California. "The films featured in the Wild & Scenic Environmental Film Festival portray real-life issues that affect the quality of our natural resources and our quality of life. The people featured in the films are regular people who are inspired to make a difference." Said Nikki Karpavich, Membership Coordinator for Idaho Rivers United.

The films inspire and motivate people to take action and to make a difference in their community and around the world. Featured at the event in Pocatello are films such as *For a Price of a Cup of Coffee*, a film that examines our consumption of disposable coffee cups; *Gimmie Green* explores the American obsession of our nation's largest irrigated crop—the lawn; *The Good Fight* is a film that chronicles a 90 year-old river rat as he fights to save the Grand Canyon from dams; *Oil and Water Project* is a film that follows two kayakers traveling in a retrofitted Japanese fire truck that runs on anything from pig lard to palm pulp.

The event will also feature an opportunity to win a trip on the Main Salmon River, as well as other great gear and prizes. For additional film bios, go to www.idahorivers.org or www.wildandscenicfilmfestival.org.

All proceeds benefit Idaho Rivers United—a conservation organization representing all who love the freedom, adventure and solitude of Idaho's rivers. Our mission is to protect and restore the rivers of Idaho. For more information, visit www.idahorivers.org.