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FOR IMMEDIATE RELEASE

**Films about our Planet! Films that Inspire!
North America's Largest Environmental Film Festival comes to Jackson, MS**

Jackson, Miss. – Join the Mississippi Wildlife Federation and the Mississippi Museum of Natural Science when they host the Wild and Scenic Environmental Film Festival On Tour at the Mississippi Museum of Natural Science on April 9th from 6pm – 9pm and April 11th from 2 pm – 4 pm. Friday night's film line-up will launch a weekend of activity at the Museum, including the 10th Annual NatureFest! on Saturday, April 10th from 10 am – 5 pm.

Wild & Scenic On Tour brings together a selection of films from the annual festival held the second week of January in Nevada City, CA. "The films tell a story about our planet, highlighting issues, providing solutions and giving a call to action," says Tour Manager, Susie Sutphin. "Their collective energy empowers communities to initiate conversations that can bring about compromise and collaborative efforts that positively impact our wild places."

The Wild & Scenic Environmental Film Festival was started by the watershed advocacy group, the South Yuba River Citizens League (SYRCL) in 2003. SYRCL is sharing their success as an environmental group with others organizations to bring the festival to over 90 communities nationwide. It is building a network of grassroots organizations connected by a common goal of using film to inspire activism. The festival's namesake is in celebration of achieving Wild & Scenic status for 39 miles of the South Yuba River in 1999. They celebrated their 8th annual event in January 2010 in Nevada City, CA. The 3-day event featured over 125 award-winning films and welcomed over 80 guest speakers, celebrities, and activists who bring a human face to

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the environmental movement. With the support of their National Partners: Clif Bar, Tom's of Maine, Osprey Packs, Patagonia and Sierra Nevada Brewing the festival can reach an even larger audience in four venues coast to coast.

The film festival brings a community together. "Film is an artistic language that crosses political and social boundaries and offers a place for diverse perspectives to intertwine and mingle," says environmental activist Lesley Adams of Medford, OR. "Film is a wonderful medium with which to bring divergent interests together around universal issues and discover that we have more in common than our perceived and historical differences suggest."

The Jackson festival will feature films for an adult audience on Friday, April 9th from 6 pm – 9 pm offering films such as "Lords of Nature: Life in a Land of Great Predators" winner of the *Wild & Scenic Honorable Mention Award 2010* by Karen Anspacher-Meyer and Ralf Meyer. Wolves and cougars, once driven to the edge of existence are finding their way back--from the Yellowstone plateau to the canyons of Zion, from the farm country of northern Minnesota to the rugged open range of the West. In Yellowstone National Park, a land inhabited again by wolves after a 70-year absence, the chain of life flourishes once again since their return.

Then, a family oriented line-up that appeals to all ages will be presented on Sunday, April 11th from 2 pm – 4 pm featuring films such as "The New Species" by Evalds Lacis and Maris Putnins. An insect must engineer a daring escape for a fellow insect captured by a bug collector in this fun and expertly crafted stop-motion animation.

The festival is a natural extension of the Mississippi Wildlife Federation's and the Mississippi Museum of Natural Science's work to inspire people to act on behalf of the environment. "We are hosting this event to highlight some of the best in environmental filmmaking and to inspire people to become involved in conservation efforts in Mississippi. We all have a responsibility to protect our environment for the generations that will follow us," explains Cathy Shropshire, executive director of the Mississippi Wildlife Federation.

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EVENT DETAILS:

Date and Time: On April 9th, the doors open at 6 pm and shows start at 6:30 pm. On April 11th, the theater doors open at 2 pm and shows start at 2:15 pm.

Address: 2148 Riverside Drive, Jackson, MS, 39202

Ticket Prices: Regular Museum Admission. \$5 adults; \$3 children ages 3-18; \$4 senior citizens (60+); free for children under 3 and Museum members.

Films: To see film trailers, visit <http://www.wildandscenicfilmfestival.org/on-tour/film-bios>.

Friday

Big River
Drying For Freedom
Lords of Nature: Life in a Land of Great
Predators
Missouri Stream Team
The Fun Theory: Piano Stairs
The Fun Theory: Bottle Bank Arcade

Sunday

Every Day at School
The Fun Theory: Piano Stairs
The Fun Theory: Bottle Bank Arcade
Lady Bug Swarm
A Simple Question: The Story of
S.T.R.A.W.
V is for Volunteer
The New Species

For more information about the Wild and Scenic Environmental Film Festival On Tour please contact Susie@syrcf.org or www.wseff.org and the Mississippi Wildlife Federation at 601-206-5703 or www.mswildlife.org. For more information about NatureFEST! please contact the Mississippi Museum of Natural Science at 601-354-7303 or www.msnaturalscience.org.

The museum is located at 2148 Riverside Drive in Jackson. Call 601.354.7303 or visit www.msnaturalscience.org for more information about this event and other programs offered by the Mississippi Museum of Natural Science. The Museum is part of the Mississippi Department of Wildlife, Fisheries and Parks. The Mississippi Museum of Natural Science is an Equal Opportunity Employer and is compliant with the Americans with Disabilities Act (ADA).

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