



FOR IMMEDIATE RELEASE

Contact:
Guy Noerr
MagicGreen Pictures LLC
832 Union Street
Schenectady, NY 12308
(518) 346-4600
guy@magicwig.com

Film about Local Sustainability Champion to Screen at Atlanta Film Festival

SCHENECTADY, NY – March 27, 2009- MagicGreen Pictures LLC announced today that their award-winning feature-length documentary, *So Right So Smart*, will premiere locally in a public screening at the Landmark Midtown Art Cinema on April 25 at 4:45pm.

Narrated by actress and environmentalist Daryl Hannah, *So Right So Smart* showcases a number of success stories in the green business movement, profiling companies large and small that have “made green by going green,” and taken positive steps toward a sustainable future. The film’s directors say, “Anyone looking for good news in the midst of our current environmental & economic crisis will be inspired by this story of leadership and hope.”

So Right So Smart includes such household names as Wal-Mart, Barenaked Ladies and Stonyfield Farm, and features a rockstar cast of environmentalists like Paul Hawken and David Suzuki, but the central focus is carpet company based here in Atlanta. Ray Anderson, Founder and Chairman of floor coverings manufacturer Interface Inc., was one of the sustainability movement’s earliest adopters, and is now its most outspoken champion. The film traces this charismatic leader’s personal journey as a businessman, his epiphany as an environmentalist, and his efforts over the past fifteen years to merge the two perspectives.

So Right So Smart has been accepted into a number of other film festivals so far in 2009, including the Wild & Scenic Environmental Film Festival (where it was awarded Best of Festival), the Las Vegas International Film Festival, and Reel Earth New Zealand. Reviewer Chuck Jaffe, who attended the film’s world premiere at Wild & Scenic, says: “It should be that everybody is required to see this film... (*So Right So Smart*) proves that an engaging film that is environmental need not be mired in the ‘can’t’ when there is so much that *can* be done that *is* already being done.”

Immediately following the screening, all four members of the film’s directing team, Justin Maine, Guy Noerr, Leanne Robinson Maine and Michael Swantek, will be available for a Q&A with the audience. Tickets are available through the Atlanta Film Festival website at www.atlantafilmfestival.com. To learn more about *So Right So Smart*, visit www.sorightsosmart.com.

- over -



MagicGreen Pictures, LLC is the banner under which MagicWig Productions, Inc. created *So Right So Smart*, its first motion picture project. MagicWig is a full-service video & meeting company in Schenectady, NY and was formed in 2002 by Don Fisher, Justin Maine, and Guy Noerr.

- # # # -