



## FOR IMMEDIATE RELEASE

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### Schenectady-Produced Film Wins Accolades Overseas and Screens Locally

SCHENECTADY, NY – May 19, 2009. Local independent filmmakers MagicGreen Pictures LLC announced today that their feature-length documentary, *So Right So Smart*, has received the award for Best Feature Film at the Reel Earth New Zealand Film Festival. This marks the *second* festival win for *So Right So Smart*, which was awarded Best of Festival at the Wild & Scenic Environmental Film Festival in January.

Produced here in the Capital Region by local filmmakers Guy Noerr, Justin Maine, Leanne Robinson Maine, and Michael Swantek, *So Right So Smart* is an uplifting film that documents the movement toward environmental sustainability. 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.” 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 an office carpet company. Ray Anderson, Founder and Chairman of carpet 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.

In addition to Reel Earth New Zealand and Wild & Scenic, *So Right So Smart* has screened at the Atlanta and Las Vegas International Film Festivals. According to reviewer Chuck Jaffe, who attended the film’s world premiere, “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.” Matthew Abshire of Documentary Film Online gives it four stars: “*So Right So Smart* is an edifying experience for both the film fan and the environmentalist. It made me fall in love with documentaries just a little bit more. ★ ★ ★ ★”

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Those who wish to see *So Right So Smart* locally will have the opportunity to do so on May 30<sup>th</sup> at 7:00pm Albany's Palace Theatre. The evening will begin with "green carpet" photo opportunities, followed by a screening of the hour-and-a-half film. Immediately following, the four members of the directing team will take the stage for an audience Q&A. Albany's own band SIRSY (whose original song "Revolution" is featured in the opening credits) will provide post-show entertainment during a meet & greet in the Palace atrium. Tickets for the full evening program are \$10, and are available online at [www.sorightsosmart.com](http://www.sorightsosmart.com) or at the Palace Theatre Box Office.

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.

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