



MEDIA ALERT

Flatirons Food Film Festival Announces What You Eat Matters on November 14th, Its Last Event Before Its January 28th to November 5th Festival

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WHO: The Flatirons Food Film Festival.

WHAT: The [Flatirons Food Film Festival](#) (FFFF) has announced details for *What You Eat Matters*, an online health and nutrition series, offering feature films, speakers like Ann Cooper, Director of [Food Services for Boulder Valley School District](#); Kayla Birdsong, Executive Director of [The GrowHaus](#), and Dr. Kristine Madsen of the [UC-Berkeley School of Public Health](#) and the [Berkeley Food Institute](#) and suggested dinner pairings from local restaurants.

The [Flatirons Food Film Festival's](#) "What You Eat Matters" online health and nutrition series will take place on Saturday, November 14th. Its two programs offer streaming films, *Sugar Coated* and the community version of *In Defense of Food*. Each will also include small group conversations and a panel discussion and Q&As through Zoom. As part of their virtual Festival experience, viewers can purchase healthy dinners from recommended restaurants to eat while watching *In Defense of Food* from the comfort of home.

2:30pm: Viewers can watch *Sugar Coated*, a documentary about the health effects of sugar, the sugar industry's cover-up of them for four decades, and what we can do to consume less sugar. Speakers include Martha Carlin of [The BioCollective](#), Dr. Kristine Madsen of the School of Public Health at UC-Berkeley and the Berkeley Food Institute, and Tessa Hale and Christina Edstrom from [Boulder County Public Health](#).

6:30pm: Viewers can watch the community version of *In Defense of Food* with best-selling author [Michael Pollan](#), who will deliver a taped introduction to the film. It chronicles Pollan's journey to find out what we should eat to be healthy. He talks with medical professionals, conducts cross-cultural studies, and tours programs where youths learn how to cook with farm fresh ingredients. Speakers include Ann Cooper, Director of Food Services for Boulder Valley School District, and Kayla Birdsong, Executive Director of GrowHaus.

[Fresh Thymes Eatery](#) and [Scratch Kitchen](#) in Boulder, [Morning Glory Cafe](#) in Lafayette, and [Somebody People](#) in Denver will offer pre-ordered healthy food dinners paired with *In Defense of Food*.

Details:

- 2:30-5:15pm: *Sugar Coated* program
- 5:15-6:30pm: Break
- 6:30-9:15pm: *In Defense of Food* program
- Speakers for post-film small group conversations and panel discussion and Q&A via Zoom
- A \$10 viewing fee per film, \$16 when purchased together
- Tickets: <https://watch.eventive.org/flatironsfoodfilm>

After each ticket sale, the virtual festival ticketing and viewing system will send a confirmation message with a link to the movie and a Zoom link for the live presentation. It will also send a reminder before the events. Those who can't join the live presentation can still access the film and recorded post-film panel discussion and Q&A until midnight on Sunday, November 22.

Check the Festival [Facebook](#) page for the latest information on “What You Eat Matters” events.

This series was made possible by a grant from the [Lafayette Arts Commission](#) of the City of Lafayette.

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High resolution movie stills available on request.

About Flatirons Food Film Festival

The Flatirons Food Film Festival is a multi-day feast celebrating exceptional culinary cinema from various nations. It screens a diverse representation of films in format, both dramatic and documentary, and subject matter, from political issues to the pleasure of cooking, eating, and drinking. Expert speakers and related events accompany the films. The 8th Festival is scheduled for January 28-February 5. For more information, please visit www.flatironsfoodfilmfest.org, [Facebook](#), [Twitter](#), and [Instagram](#). For interviews with Julia Joun, Director of the Flatirons Food Film Festival, contact Kuvy Ax at ROOT Marketing & PR: kuvy@rootmarketingpr.com or 720.329.7327.