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Sierra Nevada Brewing Co., ChicoBag, Klean Kanteen and Butte Environmental Council Host Earth Day Movie Night

April 22, 2015 - 5 p.m. at Sierra Nevada Big Room

CHICO, Calif. (April 13, 2015) – Sierra Nevada Brewing Co., ChicoBag, Klean Kanteen and Butte Environmental Council invite you to celebrate the 45th anniversary of Earth Day at the Sierra Nevada Big Room for the local premier of a new film, “The Little Things” on Wednesday, April 22nd at 5 p.m. Prior to the feature film, a two short films will be shown: “The Big Pick” and “Inglorious Fruits and Vegetables.”

The Earth Day Movie Night is an Earth Day celebration intended to leave attendees inspired by environmental activists, all while supporting local environmental organizations and local sustainable businesses.

Your \$5 donation is your admission and students get in free with valid student ID. All proceeds benefit members of the Environmental Coalition of Butte County. Raffle prizes will be provided by local businesses, including Sierra Nevada Brewing Co., ChicoBag and Klean Kanteen.

In order to encourage all attendees to travel to this event on their bicycle, there will be a free and secure bike valet located directly outside of the entrance to the Big Room, courtesy of Chico VELO.

About “The Little Things”

“The Little Things” tells the story of environmentally conscious snowboarders who are inspired in their riding as well as their sustainable ways of thinking and living to protect the environment. Directed by filmmaker Darcy Turenne and featuring professional snowboarder Marie-France Roy, the goal of the film is to show the importance of living in balance with the environment.

About “The Big Pick”

Rame Peninsula Beach Care wanted to pick up every piece of rubbish from a small cove, sort it, count it and see how long it took to fill up again. This film, created with the local beach cleaning organization, shows the shocking results that caught the attention of BBC Spotlight and The Sunday Times.

About “Inglorious Fruits and Vegetables”

In 2014, the third largest supermarket chain in France launched a campaign to to reduce food waste rehabilitate the image of imperfect fruits and vegetables by showing consumers that although they might by ugly looking, they are as good as any “perfect” produce.

About the Environmental Coalition of Butte County

The Environmental Coalition of Butte County is a group of over 23 local environmental organizations that come together to strategically address some of the most important regional issues facing the Butte County community. By working together, these organizations can support each other's efforts and make the most of available resources and information.

About Butte Environmental Council

The Butte Environmental Council is a non-profit environmental organization based in Chico, California. BEC’s mission is to preserve the Earth’s natural resources, with an emphasis on environmental issues in Northern California. Since 1975, BEC has played a significant part in shaping the environment and policies of Butte County and surrounding areas.

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For more information, please visit www.becnet.org/events or contact Executive Director Robyn DiFalco at (530) 891-6424 or robynd@becnet.org