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"A Fierce Green Fire" Takes A Compelling Look At 50 Years Of Environmental Activism

INSPIRING DOCUMENTARY SHOWING THE DIFFERENCE AVERAGE PEOPLE CAN MAKE TO PROTECT THE ENVIRONMENT

BOULDER, Colo., Oct. 29, 2013 /PRNewswire/ -- Tackling the emotional cases of industry versus environment is a challenge that attracts many film documentarians, but to cover the story of the environmental movement as a whole is what Oscar-nominated director Mark Kitchell depicts in a compelling and ambitious documentary. *A Fierce Green Fire: The Battle for a Living Planet* features a cast of top storytellers, including veteran film stars Meryl Streep, Robert Redford, Ashley Judd and authors Isabel Allende and Van Jones. You can now experience this important movie that chronicles the fight to save our planet on GaiamTV.com here: <http://www.gaiamtv.com/video/fierce-green-fire>

The film unfolds around five major stories from the past 50 years:

- * The Sierra Club's battle to halt dams in the Grand Canyon
- * Love Canal residents' struggle against 20,000 tons of toxic chemicals
- * Greenpeace's campaigns to save whales and baby harp seals
- * Brazilian rubber tappers' fight to save the Amazon rainforest
- * The 25-year effort to address climate change

"This movie is important because it shows clearly, with documentation, how the general public and blue collar workers not only awoke the nation for the first time to environmental

health risks, but that grass roots groups are instrumental in taking ideas from a local level to a national level, to even creating a Superfund. If we can do all that, what can we do on other environmental issues, from fracking to nuclear power?" said Lois Gibbs, the force behind the Love Canal fight and executive director of the Center for Environmental Health and Justice.

Through these major storylines and several smaller ones, the film provides an exploration of the environmental movement from grassroots level to global scale. Vivid archival film and insightful interviews shed light on the events and what they mean, ultimately reaching a deeper view of environmentalism as civilizations change, and shifting our industrial society into sustainable balance with nature.

"Documentaries are in a renaissance because they so poignantly deal with topics that make us think and make a difference. *A Fierce Green Fire* is one of those very important documentaries that remind us of where we have been and how far we still need to go to protect our planet," said Paul Richardson, Gaiam TV vice president of marketing.

Gaiam TV has secured an exclusive preview of *A Fierce Green Fire*, which will be shown October 30, 2013 during the 35th anniversary commemoration of Love Canal in Washington, D.C. from 6:00 p.m. - 9:00 p.m. at the Carriage House Mathematical Association of America, 1781 Church St., Washington, D.C. and at showings around the country. Go to www.afiercegreenfire.com for more information.

Gaiam TV is currently offering a free 10-day trial to explore *A Fierce Green Fire: The Battle for a Living Planet* and the rest of its vast library of videos and movies. Those who wish to subscribe to the service pay just \$9.95 per month, and may cancel membership at any time. Like Netflix, subscribers may stream content on demand for viewing with no limits and no commercial advertising. Gaiam TV is available on a variety of platforms including iPad, iPhone and Roku. Click [here](#) to try Gaiam TV for 10 days.

About Gaiam TV Gaiam TV is a streaming video subscription service that offers exclusive, ad-free streaming of over 5,000 films, documentaries and original programs dedicated to transformational media, alternative knowledge, personal growth and spirituality, featuring luminaries like Deepak Chopra, Wayne Dyer, the Dalai Lama and more. Along with its transformational content, Gaiam TV also features the world's largest online library of yoga, fitness and wellness videos, featuring renowned instructors like Rodney Yee, Jillian Michaels, Seane Corn, Mari Winsor and more. In addition, Gaiam TV offers original programming that takes viewers to the edges of reality through dynamic discussions on controversial topics. Gaiam TV is available on Roku, Sony PlayStation 3, select Sony Blu-ray players, Apple TV, iPad and iPhone. It is available for \$9.95/month with a free 10-day trial. Gaiam TV is a division of Gaiam, Inc. (NASDAQ: GAIA). For more information, visit www.GaiamTV.com

Summary Text:

A Fierce Green Fire: The Battle for a Living Planet is the story of normal people taking extraordinary steps to save their lives, their homes and their future by creating and sustaining the environmental movement during the past 50 years. Now available online at www.GaiamTV.com

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