

## Preview

[Close Window](#)**From:** Amy Kalafa <producers@angrymoms.org>**Subject:** News from Two Angry Moms**Reply:** producers@angrymoms.org[Send a Test Version](#)[Anti-Spam Check](#)[\[View HTML Version\]](#) [\[View Text Version\]](#)[View Printable Version](#)

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Working for a sustainable future.  
Advocating for better food in schools.

- HOME VIDEO / LOWER PRICING/ EASIER LICENSING!
- SHOP AT ANGRY MOMS / SAVE FUEL / FUEL THE MOVEMENT!
- A GIFT OF EDUCATION
- ANGRY MOM OF THE MONTH: Amy Jussel
- WRITE A REVIEW

### UPCOMING PERSONAL APPEARANCES

Providence, RI -  
Tuesday, January 13

Rhode Island Food Bank

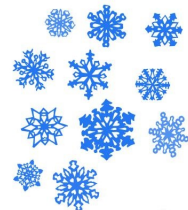
### IT'S A MOVIE, IT'S A MOVEMENT

Holidays 2008

[www.angrymoms.org](http://www.angrymoms.org)

**Dear Amy,**

2008 has been a busy year for Two Angry Moms. We've had almost 90 screenings, made numerous personal appearances, and in addition to the eight film festivals the movie has been selected for so far, Two Angry Moms was nominated for Ideal Bite's Best in Green (B.I.G) Award. (If you're not familiar with Ideal Bite, check out their daily tips for sustainable living).



[idealbite](http://idealbite.com)

I read this quote on Ideal Bite:

"Even though I sign countless petitions to my political representatives I believe my only real power to affect change is the way I spend my money." -Alyssa Trumper,

**Women Ending Hunger**

11AM

By Invitation Only  
 Personal Appearance by  
 Filmmaker Amy Kalafa and  
 Health Counselor Susan  
 Rubin

Wilton, CT, Wednesday,  
 January 21

Wilton Library  
 137 Old Ridgefield Road  
 Wilton, CT 06897

11:30AM

Event is free and open to  
 the public  
 Screening will be followed  
 by a Q&A with filmmaker  
 Amy Kalafa

**Wilton Library**

January 22-25 , SONOMA,  
 CA

Sonoma Environmental  
 Film Festival  
 Sonoma Valley Woman's  
 Club  
 574 First Street East

707.935.3456

**Sonoma Environmental Film Festival**

September, 2009, Napa, CA

Napa Sonoma Wine  
 Country Film Festival  
 Glen Ellen, CA 95442

wcfilmfest@aol.com

**ANGRY MOMS IN  
THE NEWS****Annie Biskar**

I am from Palm Desert

**NYC**

Americans spend about 10% of their income on food, and about 18% on health care. Europeans spend 18% of their income on food, but only 10% on health care. My family has made the choice to spend a bit more than the American average on food - we buy organic, grow our own, shop at farmer's markets and purchase some specialty and superfood items online. The result is predictable: we spend much less than average on health care!

Read on for a great way you can create change by shopping for all your holiday gifts at [angrymoms.org](http://angrymoms.org), and learn about a gift of education that could create big change in your school's food.

**Happy Holidays,****Amy Kalafa****HOME VIDEO / LOWER  
PRICING/ EASIER LICENSING!**

We've simplified purchasing the DVD and / or hosting a screening. Now there are three options you can choose from on the [shop page of the website](#)

Theater / Library / Classroom / School District: \$195

Single House Party (up to 30 Guests) \$59.99

Home Video DVD \$29.99

Email us at [producers@angrymoms](mailto:producers@angrymoms) to inquire about bulk pricing.

Before you purchase, get a \$10 or \$20 discount coupon when you post your event on Brave New Theaters.

**SHOP AT ANGRY MOMS / SAVE  
FUEL / FUEL THE MOVEMENT!**

You can save fuel by shopping for your holiday gifts online, AND help [angrymoms.org](http://angrymoms.org) expand the website with more educational materials, information and tools to help you advocate for a non-toxic school food environment. Check out our new affiliate page!

CA, and because of TWO ANGRY MOMS I have (with others of course) made a difference in my child's school lunch!

My daughter Mollie was interviewed yesterday as well. She is the one who originally found your web-site and showed it to me!

Here we are yesterday on the news:

**WKESQ**

## Our Sponsors



Francine's Organic Kids



Whenever you shop online, remember to make your purchases through the link below, and we will receive commissions on everything you buy. Ask your family and friends to do the same, and this will add up to enough money for us to add the resources you are asking for.

If there's a web-store you like a lot, send us the site address and we will try to add them as an affiliate.

[AFFILIATE LINKS](#)

## A GIFT OF EDUCATION



I am a graduate of the Institute for Integrative Nutrition. The Institute's founder, Joshua Rosenthal, had a group of us school food advocates speak to his class last year. In between each speaker he asked his students to "adopt a school" to change the food environment. Knowing that this challenge was impossible without commitment from key school decision makers bothered me for months. School administrators need education themselves in order to make school food an educational priority in America.

So I asked Joshua if he would consider a tuition waiver for public school Food Service Directors, Principals and Superintendents. Joshua met my challenge, and is offering scholarships for people in these positions.

The tuition is \$8,950, so this is a huge offer!! Those accepted will be responsible for \$500 of materials fees, transportation and accommodations if needed. I'm suggesting that district PTO / PTAs and/or Wellness Committees raise funds to cover these incidental expenses.

The program takes place over 10 weekends at Lincoln Center in NYC, beginning January 17, 2009 and ending in July.

Integrative Nutrition teaches cutting edge nutrition, and also creates advocates, builds confidence and helps students reconcile all the conflicting nutrition information out there. The program has created a network of people who are the solution to reversing a global crisis in children's health.

Please contact [joshuarosenthal@integrativenutrition.com](mailto:joshuarosenthal@integrativenutrition.com) if you'd like to refer someone to the program.



## ANGRY MOM OF THE MONTH: Amy Jussel

I got to know Amy Jussel when she hosted several screenings of Two Angry Moms in the San Francisco Bay Area. Amy's film series focuses on movies that expose the many ways conventional media exploits children through marketing messages. It's quite astounding how many junk food products are marketed to our kids at school - not just in the cafeteria, but also in textbooks, by teachers, at athletic events, etc.

Amy's new nonprofit consortium of media and marketing professionals concerned about harmful messages to children is aptly named Shaping Youth. This organization uses tools & techniques of industry insiders to flip creative content in a healthier direction. Her counter-marketing workshops have been a huge hit with kids and adults alike and will launch to the public soon. When media literacy is part of the curriculum, kids understand how they're being exploited and this motivates many students to make better choices.

Check out Amy's eye-opening blog that connects the dots between junk food marketing, sexualizing children, self-esteem, body image and our children's health and wellbeing.

Shaping Youth

## WRITE A REVIEW

Already seen *Two Angry Moms* movie? Your opinion matters and helps other advocacy groups decide which movies to show. [Post your review here.](#)



### Follow up Links

- [Two Angry Moms](#)
- [Institute for Integrative Nutrition](#)
- [Marion Institute](#)
- [Weston A. Price Foundation](#)
- [NY Coalition for Healthy](#)

## TWO to TWO MILLION

Former Texas Commissioner of Agriculture Susan Combs said it's going to take TWO MILLION angry moms to change school food. That's where YOU come in! Please join us.

email: [producers@angrymoms.org](mailto:producers@angrymoms.org)  
[producers@angrymoms.org](mailto:producers@angrymoms.org)  
<http://angrymoms.org>

<p><u>School Lunches</u></p> <ul style="list-style-type: none"> <li>• <u>Dr. Susan Rubin's BetterSchoolFood blog</u></li> </ul>	<p><a href="http://angrymoms.org">http://angrymoms.org</a></p>
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**BNT010,  
BNT020**

Want to host a screening in your living room, at a PTA meeting, with your Wellness Committee, at your town library? Use these coupons for a discount when you list your screening on

[BraveNewTheaters](#)

**Offer Expires: 6/1/09**

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