



- [HOME»](#)
- [READ OUR PRESS»](#)
- [CONTACT»](#)
- [BOOK A SCREENING»](#)
- [GARBAGE! 2»](#)
- [THE FILMMAKERS»](#)

- [HOST A SCREENING »](#)
- [SUBMIT YOUR OWN VIDEO \(BECOME A REVOLUTIONARY\)](#)
- [SEE SUBMITTED VIDEOS \(WATCH OTHER REVOLUTIONARIES\)](#)

## PRESS

[BUY THE FILM](#)

[« BACK](#)

### Let the Garbage Revolution Begin in Time for the Holiday Season!

Feature Documentary Shows How Much Waste the Average Family Creates and How It Directly Effects Our Environment

\*\*\*\*

(TORONTO, ON, Tuesday, November 13, 2007) - Meet the Mcdonald family: Mom, Dad and three kids. They will be keeping and sorting all of their waste for three months and storing it in their garage in '**Garbage! The Revolution Starts at Home**,' the new feature length documentary by independent filmmaker and concerned father Andrew Nisker. Even the kiddies will be doing their part by bringing home the contents of their lunchboxes and sneaking home used paper plates from birthday parties. There goes the neighbourhood!

So what do the Mcdonald's do to keep their thoughts off the maggots in their garage? Nisker takes them on a journey of discovery as their waste is tracked to a landfill in Michigan, the recycling plant, coal mines and compost facilities. The Mcdonalds will never look at recycling the same way again!

"We have always been good with making sure the recycling and wet garbage are sorted and disposed of in the right bins, but we never realized just how ugly, and smelly, the disposal process is, or the many ways that waste creeps into the house, especially around the holidays," observes Michelle Mcdonald.

In **Garbage! The Revolution Starts at Home**, filmmaker Andrew Nisker succinctly puts a vast amount about past, current and ongoing environmental damage, and the growing catastrophe we are all contributing to into one remarkably enjoyable film. Nisker skillfully shifts focus from melting glaciers and oil slicks to 'any neighborhood,' 'any town;' and essentially, right into your own home, so that citizens can connect the dots between their actions and the environment and be inspired to change their polluting ways.

"By actually showing where our household waste goes and the toll it takes on our environment and natural resources just to dispose of it, I hope to encourage people to rethink how they consume products, and ultimately effect change in the way products are packaged in the first, one home at a time. It is more than a film, it is a revolution from the ground up!" explains Nisker.

**Garbage! The Revolution Starts at Home** is for sale on DVD at [www.garbagerrevolution.com](http://www.garbagerrevolution.com). Any individual, family, business or corporation can host a screening of the film. Those interested are asked to purchase a film, download a screening package - complete with action items - and are encouraged to record their reactions and thoughts. This feedback can then be shared with a global online community at [www.garbagerrevolution.com](http://www.garbagerrevolution.com).

Already families and communities around the world have confirmed their plans to screen **Garbage! The Revolution Starts at Home** for the World Premiere on **November 19th** in places such as in **Calgary, New York, Los Angeles, London, Tel Aviv, Copenhagen, Paris, Berlin, Frankfurt** and **Chicago**, with the list growing daily. **In Toronto, the World Premiere is set for November 19th at 9pm at Innis Town Hall, 2 Sussex Ave Toronto** (University Of Toronto).

For more information, to arrange an interview or request a screener, please contact:

**CANADA:**

**Nadia Sandhu**

Executive Account Manager  
LH Metropolis Communications  
[nadia@lhmetropolis.com](mailto:nadia@lhmetropolis.com)  
(P) 416-519-9045  
(C) 416-839-8508

**U.S.:**

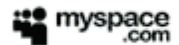
**Fern Marcya Edison**

Ericho Communications  
[fern@erichopr.com](mailto:fern@erichopr.com)  
(P) 845-679-631

**Lowell Hall**

Director Operations  
LH Metropolis Communications  
[lowell@lhmetropolis.com](mailto:lowell@lhmetropolis.com)  
(P) 416-519-9045  
(C) 416-887-1636

VISIT OUR  
OTHER PAGES



[PRESS»](#) [CONTACT»](#) [HOST A SCREENING»](#) [GARBAGE! 2»](#) [THE FILMMAKERS»](#)

BRANDING AND SITE DESIGN BY  70 MAIN STREET

© 2007. Garbage! Productions Inc.

PRODUCED  
WITH THE  
FINANCIAL  
ASSISTANCE OF:



Canadian  
Heritage Patrimoine  
canadien

RIVKIN ASSET  
MANAGEMENT

