



FOR IMMEDIATE RELEASE

Andrew Nisker's Feature Doc 'Garbage!The Revolution Starts At Home' - Lands On Canada's Super Channel

(TORONTO, ON, Wednesday, February 20, 2008) Last November, ***Garbage! The Revolution Starts at Home***, premiered to rave reviews at screenings around the globe, in places such as New York, Sacramento, Chicago, Atlanta, Calgary and Toronto. This ground-breaking Canadian film has now been picked up by Canada's Super Channel and is set to air **Sunday, March 2nd at 8:00pm ET. on SC4.**

The entertaining feature length documentary by film maker Andrew Nisker candidly portrays the threat to our environment as the Mcdonald family of Toronto tracks their waste output for three months. As they discover where their garbage goes and at what cost to the environment, the Mcdonald household engages the audience with an 'open-door reality-check.' Meticulous tracking of consumption and waste, right down to the children's lunchboxes result in not only candid comments, but also some rather enlightening and even humorous moments.

"Super Channel is pleased to support independent Canadian feature film producers in all provinces. In this case, documentary filmmaker Andrew Nisker and his enviro-doc *Garbage!The Revolution Starts At Home*. We look forward to continuing our support across the country," says Justin Rebelo, Director of Canadian Programming, Super Channel Canada.

Nisker's 'do-it-yourself' successful screening/distribution web 2.0 model is tied into creating a movement for social change, starting at the local level and taking it global through the online community at www.garbagerevolution.com where viewers are asked to share videos, pictures and blogs with their own advice, ideas, solutions and initiatives to make eco-friendly living a reality in every home.

"I am really pleased that even more viewers across Canada will be exposed to the message and valuable information in the film, by actually showing them where our household waste goes; and the toll it takes on our environment and natural resources just to dispose of it," explains Nisker.

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ABOUT SUPER CHANNEL

Super Channel is Canada's only national pay television network, consisting of two new HD channels, four new SD channels, and an SVOD platform, giving viewers what they want, when they want. Super Channel's vision is to reinvent Pay TV in Canada by offering viewers something new to see every single day. Super Channel is owned by Allarco Entertainment, an Edmonton-based media company.

TAKE ACTION FILMS

A privately owned and operated distribution company formed by filmmaker Andrew Nisker to provide a collection of social issue films that inspire those who want to take action and help the world. Take Action Films is focused on and providing a service for independent film makers, to get their films seen, their issues heard using the power of social networks in combination with traditional distribution channels. The company's criteria, is films that entertain, using a combination of drama or satire backed by a strong message that presents issues and inspires audiences to seek solutions.

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

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