

## PlantPure Nation Coming To Rochester!

### PLANTPURE NATION COMING TO ROCHESTER!

On September 27, the film *PlantPure Nation* will premiere in Rochester, with two screenings at the Rochester Academy of Medicine. This film is poised to bring about a quantum leap in the acceptance of a plant-based diet by the mainstream, including health care providers and all sectors of our Rochester community. At the screening there will be free refreshments from local vegan restaurants, and a lively Q&A after the film. One showing will be signed for the hearing-impaired. Do not miss this event!

Written and directed by Nelson Campbell and including the producer and writer of *Forks Over Knives*, this 95-minute film examines the political and economic factors that suppress information on one of the most important health breakthroughs of all time: the benefits of plant-based nutrition. The film connects this idea with broader issues such as political paralysis, medical practice, farming, and food deserts. The film's story follows three people working to spread the word about the benefits of plant based diet. While they experience frustration with the political process, they discover the power of community in spreading this health-giving and life-saving message.

The filmmakers are using *PlantPure Nation* to create a broad grassroots movement. Members of local teams or "pods" will work together to spread the message of plant-based nutrition in the community. One tool they will use is the 10-day Jumpstart program featured in the film, whereby participants are given lowfat vegan meals for 10 days, with medical testing before and after, so that they can experience firsthand the power of this way of eating. Pods will also connect people through seminars, cooking classes, movie nights, walk groups, potlucks, and other events. According to the website, [plantpurenation.com](http://plantpurenation.com): "The goal of PlantPure is nothing short of a health revolution. Whereas industry and government have contributed to our health care crisis, people working together at the local level can help solve this problem."

PlantPure Nation has deep roots in the Rochester area. T. Colin Campbell, Ph.D., is the scientist whose groundbreaking China study forms a strong evidentiary basis for the benefits of plant-based eating. Dr. Campbell has spoken in Rochester several times; his book, *The China Study*, is co-authored with his son Thomas Campbell, who is a family practice physician in Rochester. Tom and his wife Erin Campbell, also a physician and a public health professional, are the leaders of the new UR Nutrition in Medicine program; Dr. Tom Campbell will take questions after the Rochester screenings of the film. Dan Campbell, another Campbell son, is a special education teacher in Marion Central School District, and he and his wife Lisa Mills, who works at Paychex, are part of the PlantPure local team.

"After traveling this country the past couple of months with my dad, I have heard story after story of personal change and courageous actions to promote this health message, underscoring the need for a movement that leverages the contributions of everyone," said the film's writer-director, Nelson Campbell. "We are ready to launch a meaningful movement by raising

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awareness and offering options for individuals to take control of their health,” added Dr. T. Colin Campbell.

*PlantPure Nation* was filmed across the U.S., with Steve Forbes Jr. (editor in chief, *Forbes* magazine), Dr. T. Colin Campbell (co-author, *The China Study*), Dr. Neal Barnard (founder and president, Physicians Committee for Responsible Medicine), and Dr. Michael Greger (director of public health and animal agriculture, Humane Society of the United States) leading the list of world-renowned experts, doctors and authors who speak on the topic. The production team includes producer John Corry and writer Lee Fulkerson from the acclaimed documentary film *Forks Over Knives*. A companion to the documentary, [\*The PlantPure Nation Cookbook\*](#) authored by Kim Campbell, includes over 150 whole food, plant-based recipes and a behind-the-scenes look at the film.

Here are the details about the local screenings, as well as links to images and film clips:

### “PlantPure Nation”

Two showings at **1:00 PM** and **4:00 PM**

**Sunday, September 27**

**Rochester Academy of Medicine**

1441 East Avenue

\$7 per person, \$3 children 12 & under

**4:00 PM showing will be signed  
for the hearing-impaired**

FREE Vegan refreshments before show  
Q&A with local physicians after show

Tickets at [plantpurenation.com](http://plantpurenation.com)

[Click here for tickets online!](#)

Tickets will also be available at the door

### IMAGES:

<https://www.dropbox.com/sh/mm1cnnvek1oqwol/AADde1UUxGyTxoEK7XIcprITa?dl=0>

**Link to only the poster image:** <https://www.dropbox.com/sh/mm1cnnvek1oqwol/AADde1UUxGyTxoEK7XIcprITa?dl=0&preview=ROCHESTER-NY-PlantPurePoster2-11x17.jpg>

### FILM CLIPS:

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<https://www.dropbox.com/sh/ouip7ykyomlw09r/AAAXEK9Dq4pm4oOnAbN58GDna?dl=0>

**TRAILER:**

<https://www.youtube.com/watch?v=9E6sa0OtjSE>



<http://www.plantpurenation.com>