

FOR IMMEDIATE RELEASE
**IN RESPONSE TO RISING HEART DISEASE, OBESITY, DIABETES,
AND CANCER COMES A PROFOUND MESSAGE OF HOPE**

FORKS OVER KNIVES

Featuring T. Colin Campbell, Ph.D. and Caldwell Esselstyn, M.D

The Critically Acclaimed Documentary Arrives on Blu-ray, DVD and Streaming Video
August 30, 2011 From Virgil Films & Entertainment

Featured on TV's "The Dr. Oz Show"

"Richly Inspiring" – Los Angeles Times

"A film that can save your life" – Roger Ebert

"Convincing, Radical and Politically Volatile" – Variety

New York City (June 7, 2011) – America is suffering from a health epidemic – Heart disease, cancer and stroke are the country's three leading causes of death and the medicines prescribed to remedy these and other diseases cost this country over 120 billion dollars each year. Recent research proves there is a correlation between these deadly diseases and the amount of meat, dairy and processed foods consumed. The research from two world-renowned experts, biochemist and co-author of The China Study, **Dr. T. Colin Campbell Ph.D.**, and internationally-acclaimed physician and author of Prevent and Reverse Heart Disease, **Dr. Caldwell Esselstyn, Jr., M.D.**, convinced former president Bill Clinton to treat his heart disease in a new way, which led to the life-changing documentary, **FORKS OVER KNIVES**.

On August 30th, **FORKS OVER KNIVES**, the film revered as a "great movie" by New York Times columnist Mark Bittman, will be available nationwide on Blu-ray, DVD and VOD by Virgil Films & Entertainment.

To further support the uncovered evaluations, the film also follows the journey of real patients who are diagnosed with chronic conditions from heart disease to diabetes. Viewers are given a first-hand look at their shocking physical and medical transformations after each patient adopts a whole food, plant-based diet.

"Forks Over Knives is a powerful statement on the future of nutrition as the premiere biomedical intervention for disease prevention and reversal," states T. Colin Campbell, Ph.D. The film also provides conversations with: Neal Barnard, M.D.; Junshi Chen, Ph.D.; Connie B. Diekman, Med, RD, FADA; David Klurfeld, Ph.D; Matthew Lederman, M.D.; Alona Pulde, M.D.; Doug Lisle, Ph.D.; Terry Mason, M.D.; John McDougall, M.D.; Pam Popper, N.D; Gene Baur; Mac Danzig; Rip Esselstyn; and Ruth Heidrich.

FORKS OVER KNIVES was featured recently on *Real Time with Bill Maher*, and received special attention on "The Dr. Oz Show" earlier this year when film experts T. Colin Campbell, Ph.D., Caldwell Esselstyn, M.D., Neal Barnard, M.D., Rip Esselstyn, and filmmaker Lee Fulkerson all appeared on the show. The film also partnered with Whole Foods Market and *The Engine 2 Diet* for more than 40 screenings nationwide, including premieres in Los Angeles and New York, in events that included plant-based meals and expert panel discussions. The film played in Landmark, Regal, AMC and Cinemark theaters in 75 cities throughout the U.S.

The bonus features on the Blu-ray disc and DVD include extended interviews with film experts and filmmakers, and the companion book, *Forks Over Knives: The Plant-Based Way to Health*, was featured on The New York Times Advice and How-To paperback bestseller list.

FORKS OVER KNIVES – SYNOPSIS

Forks Over Knives examines the profound claim that most, if not all, of the degenerative diseases that afflict Americans can be controlled, or even reversed, by rejecting animal-based and processed foods. The major storyline traces the personal journeys of Dr. T. Colin Campbell, a nutritional scientist from Cornell University, and Dr. Caldwell Esselstyn, Jr., a former top surgeon at the world renowned Cleveland Clinic. Inspired by remarkable discoveries in their young careers, these men conducted several groundbreaking studies and their separate research led them to the same startling conclusion; degenerative diseases like heart disease, Type 2 Diabetes, and even several forms of cancer, could almost always be prevented – and in many cases reversed – by adopting a whole foods, plant-based diet.

In addition, cameras follow real-life patients who have chronic conditions from heart disease to Diabetes. Doctors teach these patients how to adopt a whole food, plant-based diet as the primary approach to treat these ailments—while the challenges and triumphs of their journeys are revealed.

Further information about this film can be found online at www.ForksOverKnives.com

VIRGIL FILMS & ENTERTAINMENT

Virgil Films & Entertainment, formerly Arts Alliance America, was founded in 2003 as Hart Sharp Video by Joe Amodei to develop, acquire, market and distribute DVD product in the theatrical feature film, documentaries, special interest and sports categories. The company has built partnerships with Sundance Channel Home Entertainment, National Geographic Cinema Ventures, ESPN, MLB Productions, Bombo Sports and Entertainment, Morgan Spurlock's Warrior Poets and other high-profile entertainment brands since their inception. Recent releases from Virgil Films & Entertainment include: *Mad Ron's Prevues From Hell*; *Seven Days* starring Yun-jin Kim (ABC's "Lost"), *Shoot The Hero!* starring Jason Mewes, Nick Turturro and Danny Trejo; *The Brazen Bull* starring Michael Madsen and Rachel Hunter; Michael Imperioli's directorial debut *The Hungry Ghosts*; and National Geographic's Oscar-nominated documentary *Restrepo*. For more information, please visit: www.VirgilFilmsEnt.com.

BONUS FEATURES

- Food as Medicine
- What About *Organic* Meat and Dairy?
- The Latest on Diabetes
- Benefits from the Plant-Based Diet
- Tax Dollars for Dairy
- Filmmakers Discuss Forks Over Knives

BLU-RAY/DVD BASICS

Street Date: August 30, 2011
Pre-book Date: July 26, 2011
SRP: DVD - \$24.99 / Blu-Ray - \$29.99
Run Time: 96 minutes
Genre: Documentary
Rating: PG

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