



1600 E. Madison
Seattle, WA 98122
www.centralcoop.coop

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Contact: Susanna Schultz
Phone: 206.329.1545 x226
Email: susannaschultz@centralcoop.coop

FOR IMMEDIATE RELEASE:

Central Co-op to screen *Bringing It Home*, a new movie about Industrial Hemp in America with Special Guest Joy Beckerman Maher

Seattle, WA: In honor of Hemp History Week, Central Co-op will host a free screening of *Bringing It Home*, a new movie about industrial hemp and the history of legislation around it in the United States. Joy Beckerman Maher, a long-time advocate for industrial hemp and member of the Hemp Industries Association, will introduce the film and take questions afterward. The screening will take place at 7pm on Thursday, June 5th in Central Co-op's community space, the Rochdale Room.

Though it is currently illegal to grow industrial hemp in the U.S., more industrial hemp is exported to this country than to any other. American consumers are purchasing over \$450 million in hemp products annually. *Bringing It Home* explores the question of why a crop with many widespread economic and ecological benefits cannot be farmed in the United States by illustrating its history, current industries, and talking to both opponents and proponents of the industrial hemp farming legalization effort.

Bringing it Home was inspired by environmentally-conscious home designer Anthony Brenner's story of discovering hemp when as he struggled to find the healthiest building material available to create a safe indoor environment for his young daughter Bailey, who has sensitivity to synthetic chemicals. Learn more at: <http://www.bringingithomethemovie.com>

What: *Bringing It Home* Film Screening

When: Thursday, June 5 at 7pm

Where: Central Co-op's Rochdale Room, 1900 E Madison, Seattle 98122 (at the corner of 19th and E. Madison)

Free samples of hemp snacks will be provided. Space is limited, RSVP by calling the store at 206-329-1545 x215.

Learn more about Hemp History Week at <http://www.hemphistoryweek.com/>

About Central Co-op: Central Co-op is a member-owned natural foods cooperative located at the top of Seattle's Capitol Hill, and dedicated to sustainable practices and the local food economy. A complete grocery store, we feature an organic produce department, sustainably raised and harvested meat and seafood, an in-house deli and juice bar, a large selection of bulk goods and herbs, an extensive health and wellness section, and unique gifts. Open to everyone, seven days a week. More info online at www.centralcoop.coop

More about hemp fiber: Hemp fiber has a multitude of uses (from textiles to food) and is considered a very sustainable crop. It lends itself well to organic farming systems, because it needs little to no fertilizer, rarely has pest problems, and enriches the soil it is grown in. From the 1700s to the 1950s, it was an abundant and important US crop. However, in the 50's government confusion over the differences between hemp and marijuana, coupled with incentives for replacing natural fibers with plastics effectively, stopped stateside hemp cultivation.

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