



MEDIA ADVISORY

Butterfly Town, USA

DIRECTOR/PRODUCER: OSCAR-nominated, EMMY-winning filmmaker Dorothy Fadiman

PRODUCER/DIRECTOR OF PHOTOGRAPHY/EDITOR: Marlo McKenzie

EXECUTIVE PRODUCER: Danny McGuire

FILM DESCRIPTION: *Butterfly Town, USA* follows a community of activists living in Pacific Grove, CA, who are working together to restore their Monarch Butterfly Sanctuary. The film follows Bob Pacelli, a videographer who has been filming Monarchs in Pacific Grove for more than twenty years, as he leads an effort to plant more trees in the Grove to protect the butterflies from the wind. Disagreements with local government about how to proceed relate to issues facing environmental activists throughout the country.

California joins citizens worldwide are uniting to fight habitat loss due to climate change, deforestation and widespread pesticide use. In this film we see a microcosm of what is possible. We meet people working together planting trees, watering the saplings by hand, going to City Council meetings to state their intentions and defend their actions, and holding meetings in the Grove itself. Well-known butterfly ecologists Lincoln Brower and entomologist Professor Kingston Leong (living in San Luis Obispo) add their perspectives, as the citizens of Pacific Grove demonstrate courage, compassion and determination.

WHY is this film important now? Alarming figures show Monarch Butterfly numbers have declined by 90% in the last two decades (according to the [Xerces Society's 2014 report](#)). In 2014, a petition co-sponsored by Lincoln Brower was filed with the U.S. Fish and Wildlife Department to protect the Monarch Butterfly under the Endangered Species Act. The petition is currently under review, with a decision expected before the end of 2015. *Butterfly Town, USA* presents a microcosm of local action, as one group of citizens in one community work together.

For more information, please visit our website: butterflytownfilm.org

CONCENTRIC MEDIA is an independent media production company. Our films document stories of individuals and communities working toward social justice, human rights, and personal growth. All of our films can be [viewed and downloaded](#).

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