

**FREDRIK GERTTEN'S *BANANAS!\**  
WINS INAUGURAL GREEN TENACITY AWARD  
AT THE 1<sup>st</sup> SAN FRANCISCO GREEN FILM FESTIVAL**

*For Immediate Release*

**(March 6, 2011, San Francisco, CA)** – The 1<sup>st</sup> San Francisco Green Film Festival (SFGFF), which made its debut March 3-6, 2011, announced today the recipient of the festival's inaugural Green Tenacity Award. The award, to be given annually to a filmmaker who shows great tenacity in exploring crucial environmental issues in their work, was presented to director Fredrik Gertten for his film *BANANAS!\** which screened at the festival. The festival's 25-person Screening Committee, including international filmmakers, environmentalists, journalists, industry executives, and content experts, selected the award.

*BANANAS!\** is a suspenseful, layer-peeling, court room drama chronicle contextualized within the global politics of food and First vs. Third world dynamics. Directed by Fredrik Gertten, Sweden's pre-eminent documentarian and investigative journalist, *BANANAS!\** focuses on a slippery fact trail and a landmark and highly controversial legal case pitting a dozen Nicaraguan plantation workers against Dole Food Corporation and its alleged usage of a deadly banned pesticide and its probable link to generations of sterilized workers. For further information visit <http://www.bananasthemovie.com>

Rachel Caplan, Executive Director of the San Francisco Green Film Festival said, "In *BANANAS!\** Gertten has shown great courage, integrity and dedication in bringing to light the plight of agricultural banana workers in Nicaragua. This is an important story to bring to global audiences and his commitment to the project deserves our highest honor."

The 1<sup>st</sup> San Francisco Green Film Festival ran March 3-6, 2011 with over 70 films representing 21 countries that were selected from over 300 submissions.

#### FESTIVAL SPONSORS

The 1<sup>st</sup> San Francisco Green Film Festival sponsors include: *Lead Sponsors:* East Bay Regional Park District, Zhangjiang Apartment; *Supporting Sponsors:* Dominican University Green MBA, Farallone Pacific Insurance Services, New Resource Bank; *Venue Partners:* Bently Reserve, Landmark Theatres, Nightlife at the California Academy of Sciences; *Media Sponsors:* The Bay Citizen, Bay Nature, Earth Island Journal, Ecofabulous, New America Media. The participation of these organizations supports costs associated with the 4-day festival and SFGFF's year-round programs.

#### ABOUT SFGFF

SFGFF is the Bay Area's new, leading festival for innovative film, television, and digital media that explore green and sustainability issues. The first festival (March 3-6) screened over 70 premieres from around the globe during four days of film showcases, panels, workshops, networking and special events. Highlights included a live satellite feed Q&A with iconic writer and environmentalist Margaret Atwood; the West Coast premiere of Werner Herzog's *Happy People: A Year in the Taiga*; a special screening of *HOME* presented by Yann Arthus-Bertrand, and visiting filmmakers from Sweden, UK, Canada, Brazil, Fiji, France, Germany and across the USA, spectacular Opening Night Green Carpet Gala, and more.

For more information, visit <http://sfgreenfilmfest.org> or contact [info@sfgreenfilmfest.org](mailto:info@sfgreenfilmfest.org) or (415) 742-1394.

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