



**THE
WILD
NETWORK**

GREEN LIONS

THE WILD NETWORK and BRITDOC present a GREEN LIONS film

PROJECT WILD THING

UK release 25 October 2013

Special events nationwide from Sunday 27 October



Trailer, tickets, events, press info: www.projectwildthing.com

David Bond is a filmmaker and a father. Things have really changed since he was a kid. His children are hooked on screens and don't want to go outdoors. They want iPads, TV and plastic toys. The marketing departments of Apple, Disney and Mattel control his children better than he can. Determined to get them up and out, David appoints himself as the Marketing Director for Nature. With the help of branding and outdoor experts, he develops and launches a nationwide marketing campaign to get British children outside. But the competition is not going to lie down and let some upstart with a free product steal their market. PROJECT WILD THING is the hilarious, real-life story of one man's determination to get children out and into the ultimate, free wonder-product: Nature.

"A gripping story of the desperate struggle to lead our computer-crazed children back to nature." - **Harry Mount, The Daily Telegraph**

Following the world premiere of **PROJECT WILD THING** at Sheffield Doc/Fest in June, Green Lions are delighted to announce the film's UK theatrical release date as **25 October 2013** in over 50 cinemas nationwide, with special events from **Sunday 27 October** – details at **www.projectwildthing.com**

PROJECT WILD THING is an ambitious, feature-length documentary that takes a funny and accessible look at a complex issue, **the increasingly fragile connection between children and nature.**

Contributors include: naturalist **CHRIS PACKHAM**, Professor **AGNES NAIRN**, writer and environmentalist **GEORGE MONBIOT**, scientist **JAAK PANKSEPP**, writer **JAY GRIFFITHS**, Professor **MICHAEL DEPLEDGE**, advertising guru **MICHAEL WOLFF**, and brain scientist Prof. Baroness **SUSAN GREENFIELD**.

The release of the film will coincide with the launch of an ambitious, film-led campaign, **PROJECT WILD THING: RECONNECTING KIDS AND NATURE**, bringing together organisations, companies and individuals to get children outdoors, enjoying the benefits of nature.

The campaign is supported by **THE WILD NETWORK**, a brand new collaborative movement of charities, corporations and individuals, all committed to reconnecting children in the UK with nature. Founded by the National Trust, RSPB, NHS Sustainable Development Unit, Play England, Play Wales, Play Scotland, PlayBoard Northern Ireland, AMV BBDO, Green Lions and the BRITDOC Foundation and joined by scores of organisations and thousands of individuals who want to see kids enjoying the outdoors, **THE WILD NETWORK** was launch in September 2013. Full details at www.projectwildthing.com

PROJECT WILD THING is directed by and stars David Bond (**ERASING DAVID**) and is produced by **Ashley Jones** (both of Green Lions). The film's executive producer is **Sandra Whipham** for BRITDOC.

an 82 mins Feature documentary certified PG

Facebook: <https://www.facebook.com/projectwildthing>

Twitter: [@wearewildthing](https://twitter.com/wearewildthing) / [#ProjectWildThing](https://twitter.com/ProjectWildThing)

Picture editors please see photos, images, posters etc at:

<http://www.flickr.com/photos/99241742@N03/sets/>

Film clips: <http://vimeopro.com/greenlions/projectwildthingfilmclips>

Film extras: <http://vimeopro.com/greenlions/projectwildthingextras>

For further press information, please contact: Elizabeth Benjamin

elizabeth@beadyeyedfilms.com / 07779 081 885

