



### **Immediate Release**

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## **National Wildlife Federation Teams Up with New Film FurryVengeance (Opening April 30)**

### *Partnership Brings Wildlife and Habitat Conservation Into Classrooms Around the United States*

RESTON, Va. (April 29)— National Wildlife Federation has teamed up with *Participant Media* and other non-profits on the social action campaign for the family comedy *Furry Vengeance*, educating children and families about the importance of getting outdoors and protecting wildlife.

*Furry Vengeance*, opening nationwide April 30, is brought to you by Summit Entertainment, Participant Media and Imagination Abu Dhabi. This hilarious new feature film for the entire family stars Brendan Fraser as a real estate developer whose latest project threatens the habitats of local forest creatures. Brooke Shields plays the wife and the voice of reason throughout the film. The woodland critters, who don't want their homes disturbed, seek comical revenge by turning a peaceful neighborhood into a battlefield of epic proportions.

A *Furry Vengeance* education guide, distributed to elementary schools nationwide, features classroom activities, quizzes, games and more to learn about animals and their natural habitats. The activities encourage kids to think about local wildlife. Kids are asked to name three native birds, identify the closest body of water, and research other questions about their natural surroundings. "With our social action campaign for *Furry Vengeance*, we are taking the message of the film into the classrooms in order to encourage kids to think critically about choices they make, and to inspire a new generation of wildlife activists," said John Schreiber, Executive Vice President of Social Action & Advocacy for Participant Media.

An accompanying eco-action booklet encourages kids and families to get outside with National Wildlife Federation's **Be Out There** program, and explore their schoolyard, backyard or neighborhood! They can observe wildlife with help from National Wildlife Federation's **Wildlife Watch** or create a certified habitat garden at school through NWF's **Eco-Schools USA** program. Parents, kids and educators can download the free activity guide online at [www.takepart.com/furryvengeance](http://www.takepart.com/furryvengeance). More information about Be Out There, Wildlife Watch and Eco-Schools USA can be found at [www.nwf.org](http://www.nwf.org).

"National Wildlife Federation is especially pleased to team up with Participant Media,

because of their commitment to education and citizen action,” said Carey Stanton, National Wildlife Federation’s Sr. Director of Education & Integrated Marketing. “Furry Vengeance is a fun way of reminding us all that we share the planet with wildlife, no matter where we live.”

*Furry Vengeance* is also working with Donors Choose and will match funding on classroom projects related to the themes of the movie. More information about Donors Choose and the projects that have already received funding is available at [www.donorschoose.org/furryvengeance](http://www.donorschoose.org/furryvengeance).

**National Wildlife Federation** is the nation's largest conservation education organization, publisher of award-winning children’s magazines Ranger Rick®, Your Big Backyard®, and Wild Animal Baby®. National Wildlife Federation educates and motivates more than five million members, partners, affiliates, and supporters to seek solutions to reduce global warming, protect and restore wildlife habitat, and connect people of all ages with nature.

**Participant Media** is a Los Angeles-based entertainment company that focuses on socially relevant, commercially viable feature films, documentaries and television, as well as publishing and digital media. Participant Media is headed by CEO Jim Berk and was founded in 2004 by philanthropist Jeff Skoll, who serves as Chairman. Ricky Strauss is President.

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