



June 5, 2015

# ***STATE OF THE NATION***

ISSUE #1

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## **WELCOME!**

Welcome, everyone, to the first edition of *State of the Nation*, a bulletin highlighting the latest news about the PlantPure Movement as well as giving updates on our film and our nationwide PlantPure Pod rollout. Before getting into further details, I'd like to share a brief statement that defines our mission:

***The PlantPure Nation knows no boundaries, either geographical or political. It is for everyone who shares a passion for spreading the truth about the life-altering benefits of a whole-foods, plant-based diet.***

Our ultimate goal is to ignite a grassroots movement, and we can't have a movement without 1) people, 2) organization, 3) resources, and 4) information. Information is important in helping us feel connected, both to each other and to the larger cause we are fighting for. It will be the lifeblood of our movement, and we hope our website will go a long way toward meeting that need.

In addition to publishing this bulletin, we plan to share information with you in the form of short video segments. These will include videos communicating practical, how-to information, like culinary instruction, and videos on topics related to our health message, touching on the themes in our movie: health care, food deserts, the environment, politics and economics. An area we plan to particularly emphasize is videos of successful efforts by individual Pods, shared with the entire community, so that we can create a cycle of social invention and learning.

We believe millions of people together can help solve a problem that industry and government have helped create. We believe in bottom-up activism: people innovating,

learning from one another, and taking action both individually and collectively. We also plan to highlight Pod-specific video content, which will be generated at the Pod level, by Pod members *for* Pod members.

Additionally, we will highlight contributions from luminaries in the field of plant-based nutrition—both in print and on video. One segment that we're especially enthusiastic about is the most extensive, in-depth series of interviews ever done with my father, Dr. T. Colin Campbell.

The road ahead will be extremely challenging but also highly rewarding. Our destination is clear, and working together, I strongly believe we can achieve almost anything.

— **Nelson Campbell**

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## FROM THE MANAGING EDITOR

Greetings and salutations to one and all. Lee Fulkerson here, and I have the distinct pleasure of being the managing editor of *State of the Nation*. Previously, I wrote and directed the feature documentary *Forks Over Knives*. I also co-wrote *PlantPure Nation* with its writer-director, Nelson Campbell.

As every journey seeks a destination, so we take the first steps toward our goal. I only hope those steps will become strides, then leaps and bounds, in the time to come. Now, on to our initial *State of the Nation* updates!

### **The Film**

Based in part on feedback we received from our first test audiences, we are closing in on our final cut. Our second-to-last cut is being previewed in our West Coast screenings, and we plan to finalize the movie by mid-June. The West Coast leg of our tour started in Seattle on June 2 and will end in San Diego. All screenings will conclude with a Q&A session with the film's writer-director, Nelson Campbell; Dr. T. Colin Campbell; and Kim Campbell, author of *The PlantPure Nation Cookbook*. We encourage everyone to attend! And if any of you have friends or family on the West Coast, please let them know. The film's premiere is June 25 in Los Angeles. All information about the tour and screenings can be found on our website at <http://plantpurenation.com/national-tour/>.

### **The PlantPure Pod Rollout**

Presently, we are working on the organizational template that will be made available for the formation of local Pods, the marketing tools Pod leaders will need to recruit members, the pages on our website that each Pod will use for organizing and facilitating its activities, and other support components. Our goal is to have this ready for our first Pods by July so that we can initiate the formation of a Pod in every city in which we release our film. Our strategy is to use our film as a catalyst for launching a grassroots movement around the message of plant-based nutrition.

To help in the launch of our film and Pod network, we have just hired a team of 14 people to implement a grassroots marketing strategy in every city. You will be hearing

more about this as we get closer to our launch.

## The Kickstarter Campaign

We successfully closed out our Kickstarter campaign, exceeding our goal of \$150,000. These funds will be put to good use in the marketing of our film, and we thank everyone who contributed to this.

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