

GROW Awareness Media: Spreading Awareness & Sharing Information

Synopsis *GROW*

A growing movement of people is reconnecting to their food in Illinois, and it's more than just hobby. The region's grassroots movements are uniting with public officials to build local food systems across the state. In response to issues of economic revitalization, health, and community resilience, **are we ripe for change?**

For 20 months GROW has documented the movement to create local farm and food networks in Chicago, Illinois, and across the nation for the feature film GROW. The film's narrative follows several characters and examines the impacts of food, economics, and personal choices that determine the health and resiliency of their communities. GROW documents cooperation and information sharing across geographic and ethnic lines required to create policy change at state and national levels that supports local efforts.

GROW documents urban and rural communities learning to cooperate and collectivizing their vision to grow local. Local food bridges ethnic and economic divides, increases community involvement, creates youth training, and revitalizes local economies.

GROW provides an overview of the current farm and food system, including the political decisions that have created it and their impacts on public health and local economies.

Three key aspects are addressed:

- Informing citizens of the realities that maintain the current farm and food system
- Inspiring citizens to implement the "win-win" benefits of local food production through the presentation of real world examples that impact the lives of the film's characters
- Generating a cohesive vision so disparate people and organizations transform into a powerful social movement that creates resilient communities

For citizens to fully utilize resources at their disposal, people must understand their ability to create access to fresh food in their neighborhoods and the pitfalls of the current farm and food system. The GROW Awareness Campaign must inform Illinois' 12 million residents and the nation of rapidly emerging opportunities to create healthier families, economic opportunity, and more resilient communities by growing food locally.

For more information:

Visit: <http://grow.movie.wordpress.com>

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