

For immediate release – Tuesday, August 12, 2014



**PRESENTS THE WORLD PREMIERE OF
ORGANIC PANIC**

**New 5-part television series tackles all sides of the urgent Organics Debate
Catch A Free Preview of the Complete Series Across Canada on ONE
Starting Monday, September 1 at 2:30pm ET**

Organic Panic is a politically and emotionally charged original 5-part series that will have you question everything you think you know about the concept of “organics”.

Premiering September 1st on the digital channel **The Brand New ONE**, **Organic Panic** challenges what has become the conventional wisdom of the global organic revolution.

Each episode pits an organic “Believer” against an organic “Skeptic” in a battle to win the hearts and minds of concerned citizens. Featuring interviews with experts on all sides of the debate and following crusaders’ personal stories, **Organic Panic** exposes false and misleading information about the organics industry and empowers people to make informed decisions about caring for themselves, their families and the world.

The stakes couldn’t be higher – Is your food killing you? Is your makeup toxic? Are your clothes destroying the planet? Or, is “organic” just a scam? ***The answers will surprise even the most ardent supporters of the organics industry.***

Organic Panic Episode Summaries

Episode 1: Organic Cosmetics

Monday, September 1 at 2:30pm ET

Repeats Saturday, September 6 & Sunday, September 7 at 5pm & 9pm ET

Does glamour carry a toxic price? **Gillian Deacon**, author of “There’s Lead in Your Lipstick” goes through 23-year old Gracie’s makeup bag, exposing the health hazards that lie within. Gracie then meets **Dr. Joe Schwarcz**, McGill University’s Director of the Office for Science and Society, and critic of the way media reports and distorts science. Dr. Joe refutes everything Gillian says... What will Gracie decide?

Episode 2: Organic Personal Care Products**Tuesday, September 2 at 2:30pm ET****Repeats Saturday, September 13 & Sunday, September 14 at 5pm & 9pm ET**

How clean is the body care industry? **Adria Vasil**, journalist and author of the Ecoholic series, takes Holly, a concerned lawyer, on a tour of the secret world of chemicals lurking inside shampoos, toothpaste and everyday body care products. Holly also meets with Adria's nemesis, an industry lobbyist and former provincial health minister who attacks Adria's arguments.

Episode 3: Organic Food**Wednesday, September 3 at 2:30pm ET****Repeats Saturday, September 20 & Sunday, September 21 at 5pm & 9pm ET**

Food is the frontline of the organics revolution. Governments, agribusiness, farmers, and everyday consumers are debating the merits of organic food. Raised on a conventional farm and desperate to return to his roots, trauma nurse Stewart wants to learn about the politics of food. He meets **Sarah Elton**, best selling author of "Locavore" and "Consumed: Food for a Finite Planet". Sarah says organic food will save the planet from certain destruction. Sarah's bitter rival, economist, geographer, and University of Toronto professor **Pierre Desrochers** defends industrial agriculture as the only way to feed the world.

Episode 4: Organic Fashion**Thursday, September 4 at 2:30pm ET****Repeats Saturday, September 27 & Sunday, September 28 at 5pm & 9pm ET**

How toxic is fast-fashion? Furniture designer **Lisa North** has a passion for fashion, but worries about the global impact of the industry. Lisa speaks with **Kelly Drennan** a fashion industry activist who claims that big chains are killing workers and poisoning the planet. Lisa tours H&M's private showroom and learns about the corporation's efforts to go green and organic.

Episode 5: Organic Home**Friday, September 5 at 2:30pm ET****Repeats Saturday, October 4 & Sunday, October 5 at 5pm & 9pm ET**

Is your home making your family sick? New mother Jaya wants to do her best to keep her baby healthy, but can she afford to? **Kym Klopp**, owner of eco-friendly lifestyle shop EcoExistence scares Jaya with a description of the toxins lurking in her home. She says only stores like hers offer safe products. **Brendan Seale**, a representative for Ikea, begs to differ...

THE BRAND NEW ONE PRESENTS ORGANIC PANIC

A 5-part original series commissioned by ZoomerMedia Limited Television Division VP Programming **Beverley Shenken** and Executive Producer **Moses Znaimer**

Produced by **Chris Remerowski** and **David Bratton** of Sixteen Films Ltd.,
Directed by CSA/Genie award winning Director **Richie Mehta** (Siddharth, *I'll Follow You Down* and *Amal*)

Shot by **Iris Ng** (Director of Photography for **Sarah Polley's** *Stories We Tell*)

WHERE TO WATCH:

This September and October, watch **Organic Panic** all across Canada during a special free preview of The Brand New ONE

Bell TV 606

Cogeco 164

MTS 294

Rogers Digital 265

Sasktel 106

Shaw Direct 575

TELUS Satellite TV 606

Or check your local listings

Full schedule available at www.ONETV.ca

SCREENERS AVAILABLE UPON REQUEST.**MEDIA CONTACT:**

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