



News & Views

RAW FILM FESTIVAL TO SHOWCASE PHARMA EXPOSÉS

The First Annual Raw Lifestyle Film Festival will showcase films from around the world that encourage natural living, including two revealing films that explore the questionable marketing tactics of the pharmaceutical industry. The films, *Side Effects* and *Money Talks: Profits Before Patient Safety*, may get people to think twice before they pop their next pill, and were selected for the event because they urge people to take control of their health and consider alternative options.

The Raw Film Festival was conceived as a way to share the positive health benefits that people can experience through a raw vegan lifestyle. The festival will take place Friday, March 16 to Sunday, March 18 at the MOA Japanese Healing Arts Center (8564 Melrose Ave., West Hollywood, CA 90069). Tickets are available online at www.SerenitySpaces.org/spring.asp.

The festival will open with a press conference on Friday, March 16 at 5 p.m., featuring trailers of each of the 15 films entered, and followed by Q&A sessions with a representative from each film.

Side Effects, which will be screened on Saturday, March 17 at 8:30 p.m., examines the pill-pushing tactics of the pharmaceutical industry's leading companies. The fictional film is an insider's perspective of these issues based closely on filmmaker Kathleen Slattery-Moschkau's decade of experience working as a drug sales rep for Big Pharma. *Side Effects* stars Katherine Heigl of *Grey's Anatomy*.

In *Money Talks: Profits Before Patient Safety*, medical experts and pharmaceutical industry critics expose how drug company influence affects today's healthcare system. The 50-minute documentary will be screened on Sunday, March 18 at 10:50 a.m. and features interviews with medical community heavy-hitters, including Harvard's Dr. John Abramson, author of *Overdo\$ed America*, Columbia University's Dr. Bob Goodman, founder of the 'No Free Lunch' program and Dr. Jerome Hoffman of UCLA Medical School.

For more information about the films visit www.sideeffectsthemovie.com and www.moneytalksthemovie.com.