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June 19, 2006

Hello Cool World Network Brings Together Peace Films and Activists, and Launches Innovative “Blogcaster”

From the people behind *The Corporation's* record-breaking successful grassroots campaign and interactive website, comes the HelloCoolWorld.com Network —designed to bring together viewers who want to make a difference.

Powerful documentaries such as *The Corporation* leave viewers wondering what they can do to help. Good Company Communications is a social issue marketing company that often works with films with a message. We've been working with *The Corporation* from the very beginning. The HelloCoolWorld.com network was born out of the need to find ways to keep connecting the messages within powerful films with the audiences, organizations and movements that can take action. It is also an opportunity for us to build new media tools for innovative content creation and distribution.

THE CORPORATION AND GRADE 8 STUDENTS

Here is a great example of how our network can turn the interest of a few people into something that can make a real difference. Just last week, Good Company was able to respond to some especially interesting forum posts by a group of grade 8 students in Essex, Ontario by going to their school to film their thoughts about the film, the issues, and the Rewrite, Reform, and Regulate online discussion. Mark Achbar, Joel Bakan, and Katherine Dodds all made the trip to discuss the students' thoughts on corporations, and to turn their work into an interactive online “community curriculum” and guide for other teachers and students. Watch for the launch of this new project early in 2007.

Says Good Company/ HelloCoolWorld Founder Katherine Dodds:

“I have always felt that the sequel to the film is what people are doing with it. It is so inspiring to see exactly what we hoped when we launched *The Corporation* two and half years ago actually come to be. Nothing could please us more than to see how the film has impacted this class, especially through their teacher Mr. Urban, and to think how the film's message might impact their future, and possibly even produce some new leaders for us all in a few years! For our part, we intend to continue to put our website to good use, and develop new ways to creatively add content as a way to keep the film, and its message alive.”

Check out Katherine Dodds' new blog for more on this project.

A BUSY WEEK FOR PROMOTING PEACE AND SUSTAINABILITY!

Right now we at Good Company are working hard to promote two first-rate peace films, *ScaredSacred* and *Winter Soldier*. We're using our network of documentary fans to help promote these films and also two worthwhile forums in Vancouver this week. The World Urban Forum just started and the World Peace Forum is coming up on June 24-28 in Vancouver. What better opportunity to connect networks of networks; bringing together people with common activist goals to support each other.

BLOGCAST THIS!

Good Company is also creating new tools for viral marketing—making it easy for anyone with a blog or a website to help promote their favorite activist films. By breaking ground with our 'blogcaster' technology, Good Company has made it possible for bloggers absolutely everywhere to post mini-films on their sites without taking up any of their own bandwidth. Here's an example:

http://www.hellocoolworld.com/campaigns.cfm?view=CAMPAIGN_DETAILS&campaign_id=3

The HelloCoolWorld Network is here to inform, organize, and mobilize people into effecting change. Viewers can find out more about the film they just saw, discuss the film and its issues with other viewers, and get the tools they need to help spread the word. HelloCoolWorld will also let viewers know when new films and events come to their area, getting information on new social issue documentaries to the very people who care the most. Now fans of *The Corporation* are finding out through the network about other documentaries like *ScaredSacred*, and *Winter Soldier*.

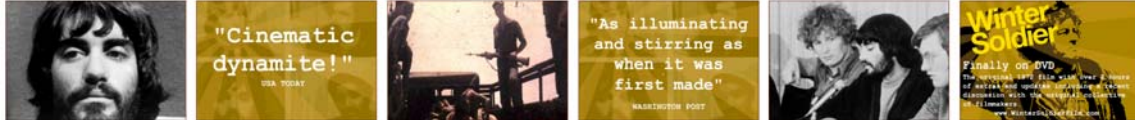


SCARED SACRED

Out on DVD in Canada, to be released on DVD in the US in August 22

In *ScaredSacred*, multi-award winning filmmaker Velcrow Ripper takes audiences on a visually stunning journey to Earth's Ground Zeros searching for hope and meaning in turmoil. Ripper's search takes him to the minefields of Cambodia, war-torn Afghanistan, the toxic wasteland of Bhopal, post-9/11 New York, Bosnia, Hiroshima, Israel and Palestine. While questioning if it's possible for humanity to transform the 'scared' into 'sacred', Ripper unearths unforgettable stories of survival, ritual, resilience and recovery.

Produced by Scared Sacred Films in co-production with The National Film Board of Canada and with the participation of British Columbia Film.



WINTER SOLDIER

Available on DVD in Canada and the US

Winter Soldier, the 1972 classic anti-war film is now available on DVD. This film chronicles the astonishing public inquiry into war crimes committed by American forces in Vietnam, following the revelations of the My Lai massacre. At a Howard Johnson hotel in Detroit in 1971, more than 125 veterans spoke of atrocities they had witnessed and committed. An ad hoc group of filmmakers, called Winterfilm, came together to film and edit this historic document in cooperation with Vietnam Veterans Against the War.



ABOUT GOOD COMPANY COMMUNICATIONS AND HELLOCOOLWORLD

Good Company offers a full range of new media, marketing, PR, and communications services. In addition, our HelloCoolWorld.com network acts as a grassroots-driven network of networks helping us connect social issue films (like *The Corporation*, *Scared Sacred*, and *Winter Soldier*) with the people and the movements that help create actual social change. Our goal is to build a sustainable model— supported by our members— to help get the word out about these films, and spread the important messages in the films. We are doing this so the stories get told. We need all of you to join us — to be part of the story.

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Check out our press site:

<http://www.hellocoolworld.com/media.cfm>

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