**  **

**ABRAMORAMA, VIMEO and SHFT.COM PARTNER ON UNPRECEDENTED RELEASE FOR THE STUNNING DOCUMENTARY**

**“PLANETARY”**

***Reconnect To Something Bigger.***

**Global Day-and-Date Theatrical / Vimeo On Demand Release Planned Earth Day, April 22, 2015**

**NEW YORK / LONDON (March 12, 2015)** – **Abramorama**, **Vimeo** and **SHFT.com** have partnered to distribute **PLANETARY**, a **Planetary Collective** in association with **Reconsider** film. The team will present the film globally day-and-date theatrically and on Vimeo On Demand on **Earth Day, April 22, 2015**. PLANETARY, a cross-continental cinematic journey and film-going experience like no other, will make its World Premiere next week at the **SXSW Film Festival** in the **Vimeo Theater** (March 17, 2015).

The unique nature of this release marks the first time that Vimeo has partnered to present the theatrical release of a feature film, in addition to its exclusive Vimeo On Demand window. A global celebration of Earth Day, the film will have special screenings in major cities around the country. PLANETARY will be available for pre-order ($12.99 download) beginning today at <https://vimeo.com/ondemand/planetary>.

**Richard Abramowitz**, President of Abramorama stated*,*  “PLANETARY is an extension of our intent to provide thoughtful experiential films to the expanding community of people looking to connect. We’re thrilled to be working with the filmmakers and distribution partners in this new model to show the film in theaters across the nation and around the globe.”

PLANETARY is the follow-up to the award-winning short film ‘Overview’ which was featured on Vimeo Staff Picks before going on to receive nearly 7 million views to-date. The film captivated audiences with astronauts’ stories of what it means to see the Earth from space and its success was a driving force behind the decision to make a feature length film. **Sir Richard Branson** called ‘Overview’ “An exceptional documentary” and NPR, Cosmos and Culture called it “Breathtaking”.

**Jeremy Boxer**, Creative Director, Film+Video Vimeo added, “We are excited and proud to present PLANETARY to the world. The film was incubated on Vimeo and only fitting that we release this beautiful film globally on Vimeo On Demand.”

A provocative and breathtaking wakeup call, PLANETARY is a poetic and humbling reminder that it's time to shift our perspective. The film asks us to rethink who we really are, to reconsider our relationship with ourselves, each other and the world around us - to remember that: we are PLANETARY.

**Peter Glatzer**, co-founder of SHFT.COM said, “When we first saw ‘Overview’, we knew we had to find the filmmakers and figure out a way to work with them. We are proud to be working with Planetary Collective and our distribution partners on a film that shares so many of the core values we hold at SHFT.”

In a stunning visual exploration, the film interweaves imagery from NASA Apollo missions with visions of the Milky Way, Buddhist monasteries in the Himalayas, and the cacophonous sounds of downtown Tokyo and Manhattan, with intimate interviews from renowned experts including astronauts **Ron Garan** and **Mae Jemison** (the first African American woman in space), celebrated environmentalist **Bill McKibben,** National Book Award winner **Barry Lopez,** anthropologist **Wade Davis,** to National Geographic Explorer **Elizabeth Lindsey,** and Head of the Tibetan Buddhist Kagyu school, the **17th Karmapa**. They shed new light on the ways our worldview is profoundly affecting life on our planet.

**Stephen Apkon**, President of Reconsider commented, “We can’t think of a more important film to be involved with, or a better team than Planetary Collective. At the heart of all of our environmental and social challenges is a profound disconnection with the natural world. PLANETARY deals with this magnificently – not from a place of fear, but of affection. For this planet we call home and for the experience of life itself.”

PLANETARY is the debut feature from Planetary Collective and is directed by **Guy Reid**, written and edited by **Steve Watts Kennedy**, with director of photography **Christoph Ferstad**. Executive produced by **Paul Hawken** and Stephen Apkon, the film features an original score by **Human Suits**.

The distribution partnership and deal points were negotiated on behalf of the filmmakers by Abramorama’s **Richard Abramowitz** and Thought Engine’s **Karol Martesko-Fenster;** by **Jeremy Boxer** and **Sam Morrill** on behalf of Vimeo, and **Peter Glatzer** on behalf of SHFT.

To view the trailer for PLANETARY please visit: [weareplanetary.com](http://weareplanetary.com/)

Facebook: https://www.facebook.com/planetarycollective Twitter: @WeArePlanetary

Instagram: <https://instagram.com/weareplanetary/>

Website: http://www.weareplanetary.com

**Abramorama** Abramorama is an industry leader in the personalized, focused form of film marketing/distribution that bypasses traditional film studios and their methodology, providing invaluable distribution alternatives to current content makers and owners. The company’s distribution projects include Academy Award nominated director Robert Stone’s provocative Sundance entry *Pandora’s Promise*; Cameron Crowe’s celebrated documentary *Pearl Jam Twenty*; Banksy’s Spirit Award-winner and Academy Award-nominee *Exit Through the Gift Shop*; and, Sacha Gervasi’s Spirit Award-winning music documentary *Anvil! The Story of Anvil.* Abramorama has recently released 2014’s surprise indie hit AWAKE: The Life of Yogananda, the critically acclaimed documentary *Particle Fever*, Jonathan Demme’s *A Master Builder*, and Kevin Spacey’s *NOW: In the Wings on a World Stage*.

**Vimeo**

Vimeo® is the high-quality video platform for creators and their audiences. Vimeo’s mission is to empower and inspire people around the world to create, share, and discover videos. Vimeo enables creators to sell original films and series worldwide through Vimeo On Demand, its open self-distribution platform. Vimeo has more than 30 million registered members and reaches a global monthly audience of over 170 million people. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

**SHFT**

[SHFT.COM](http://shft.com/) is a lifestyle platform for conscious consumers founded by film producer Peter Glatzer and actor- filmmaker Adrian Grenier. Their mission is to convey a more sustainable approach to the way we live through a cultural lens using film, design, art and food. The company has a growing list of partners and has produced content for: Ford Motor Company, AOL, Virgin America, The Weather Company, Stonyfield Farm, LG, Estee Lauder, and Vulcan among others, and has won two Webby Awards.

**Planetary Collective** Planetary Collective is a creative organization dedicated to **worldview interruption.** Through film, installation art, photography and technology we strive to tell the story of our **interdependence.** We believe passionately in the power of creative works to change perspectives, lives, and ultimately the planet. The collective was founded by Guy Reid, Steve Watts Kennedy and Christoph Ferstad in 2010. (www.planetarycollective.com)

**Reconsider**  Reconsider is an organization that creates media and experiences that catalyze reflection, dialogue, and action. We challenge people to look deeper by addressing the root of the societal and environmental issues we face today. We are cultivating awareness, stirring responsibility, and inspiring collaboration in an effort to make our world more dynamic, connected, and alive. (www.reconsider.org)

###

**Public Relations / United States** Falco Ink

Shannon Treusch, [ShannonTreusch@falcoink.com](mailto:ShannonTreusch@falcoink.com) Erin Bruce, [ErinBruce@falcoink.com](mailto:ErinBruce@falcoink.com) (212) 445-7100

**Communications / PR / Global** Together Films Elizabeth Benjamin, elizabeth@togetherfilms.org +44 7779 081 885

Vimeo

Jessica Casano-Antonellis, [Jessica@vimeo.com](mailto:Jessica@vimeo.com)