

Can you save the planet without driving your family crazy?

NO IMPACT MAN

OPENS IN WASHINGTON DC
SEPTEMBER 25, 2009
LANDMARK E STREET CINEMA

555 1TH STREET NW
WASHINGTON, DC

New York based author Colin Beavan, in research for his next book, began the No Impact Project in November 2006. A newly self-proclaimed environmentalist who could no longer avoid pointing the finger at himself, Colin leaves behind his liberal complacency with a vow to make as little environmental impact as possible for one year. No more automated transportation, no more electricity, no more non-local food, no more material consumption...no problem. That is, until his espresso-guzzling, retail-worshipping wife Michelle Conlin and their two-year-old daughter are dragged into the fray. What begins as one man's environmental experiment quickly becomes an experiment in how much one woman is willing to sacrifice for her husband's dreams. Laura Gabbert and Justin Schein's film provides both a front row seat into the experiment that became a national fascination and media sensation, and a behind the scenes look at the marital challenges that result from Colin and Michelle's radical lifestyle change.

"Proof that 'eco' and
'entertainment' aren't
mutually exclusive
-John Anderson, Variety



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