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**"PLASTIC PEOPLE" TO HAVE WORLD PREMIERE AT SXSW,
DOCUMENTARY SPOTLIGHT SECTION**

Award-winning documentary producer White Pine Pictures unveil a ground-breaking documentary on the perils of microplastics and human health.



Toronto, ON - January 10, 2024 - *Plastic People: The Hidden Crisis of Microplastics*, the feature documentary directed by Ben Addelman, is set to premiere at the SXSW Film Festival in the Spotlight Section on the opening weekend, March 8-10, 2024. The film's world premiere will shed light on humanity's intricate relationship with plastic and the alarming effects of microplastics on human health.

The groundbreaking investigative documentary delves into our societal addiction to plastic, uncovering the escalating threat posed by microplastics to the human body. Tracing the journey of microscopic plastic particles from their omnipresence in the environment to their recent discovery within human bodies—organs, blood, brain tissue, and even within the placentas of new mothers—the film raises critical questions about the repercussions of these unseen intruders on our health.

Ziya Tong, co-director and acclaimed author and science journalist, spearheads this investigative journey. In a deeply personal quest for answers, Tong travels the world visiting leading scientists and

experts searching for solutions, while at the same time participating in experiments conducted in her home, on her food, and in her body—all captured for the first time on camera. Some of the prominent global experts featured include: Dr. Pete Myers, Chief Scientist, Environmental Health Sciences, Virginia, U.S.A.; Dr. Jeanette Rotchell, Environmental Toxicologist, University of Hull, U.K.; and Dr. Sedat Gündoğdu, Microplastic Research Group, Cukurova University, Turkey,

An award-winning director of documentaries (Discordia, Nollywood Babylon, Bombay Calling, Kivalina vs Exxon) and TV series (Becoming You, Payday, Limitless), Ben Addelman remarked “Plastic People is an urgent wake-up call, unraveling the hidden crisis of our plastic-filled world and revealing how we got into this situation in the first place. The film will engage audiences in a crucial conversation about our health, our future, and the price we pay for our plastic addiction.”

The SXSW world premiere screening at the Film & TV Festival will be accompanied by a separate 1-hour panel discussion in the SXSW Conference providing an in-depth exploration of the documentary's themes. Eight members of the production team will attend the world premiere, supported in part by Telefilm Canada. Plans for a Canadian theatrical release are set to occur in May, supported by a significant impact campaign managed by Good Measure Productions. The film will be screened on TELUS Communications' streaming platforms Spring of 2024.

“Plastic People” arrives at a crucial moment for the global debate on how to solve the plastic pollution issue. The United Nations is currently convening negotiations on a new global Plastics Treaty that is widely viewed as the most consequential environmental agreement since the Paris climate change accord.

Plastic People: The Hidden Crisis of Microplastics is produced by White Pine Pictures in association with TELUS independent; Written and Directed by Ben Addelman and Co-Directed by Ziya Tong; Produced by Vanessa Dilyn and Stephen Panicia; and Executive Produced by Peter Raymont, Rick Smith and Steve Ord. The film is produced with the Participation of Canada Media Fund, Telefilm Canada, and Ontario Creates.

Running time: 84 minutes

Join the movement and explore more about "Plastic People" on the official website plasticpeopledoc.com

and via social media channels:

Instagram: @PlasticPeopleDoc

Facebook: @PlasticPeopleDoc

Threads: @PlasticPeopleDoc

TikTok: @PlasticPeopleDoc

Twitter: @PlasticPeople_

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About White Pine Pictures

www.whitepinepictures.com

Founded 44 years ago by Peter Raymont, White Pine Pictures is a Toronto based film and television production company. Its productions have engaged audiences worldwide with compelling stories in documentary and dramatic form. White Pine's work has been honoured with dozens of international awards, including three Emmys (plus two Emmy nominations), two Oscar shortlists, the Sundance Audience Award, multiple Canadian Screen Awards, Director's Guild of Canada Awards, several Gold and Silver Hugos, and the Sesterce d'Argent. White Pine Pictures is a trusted supplier of quality programs to Canadian and international broadcasters and streaming services including CBC, Bell Media, TVO, Hulu, BBC, Channel4, PBS, Smithsonian, Love Nature, France 2, ZDF, ARTE, SVT, NHK, ABC, SBS and more. *Plastic People* follows the success of White Pine Pictures' 2019 award-winning documentary film, *Toxic Beauty*, which garnered two Canadian Screen Awards, an International Emmy nomination and more. Most recently the White Pine Pictures' award-winning documentary, *Buffy Sainte-Marie: Carry It On* (PBS/Bell Media), won the 2023 International Emmy award for Best Arts Program and premiered at TIFF (2022).

About TELUS independent

TELUS independent is a pilot film funding program created by Canadian telecommunications company, TELUS Communications Inc.. The program's mandate is to support Canadian feature documentaries and limited series driven by authentic, authorial voices. TELUS recognizes that the creation of meaningful solutions to social, economic and environmental challenges requires all voices, deep empathy, and new ways of thinking. TELUS independent's primary areas of focus are: health and well-being in complex environments, emerging technologies and democracy of access, youth leading global transformation, sustainability and food security, and community.

About SXSW

SXSW is an annual festival celebrating the convergence of film, music, and interactive media, showcasing a diverse range of creative works and fostering innovative ideas. The Spotlight Section at SXSW features notable films pushing the boundaries of storytelling and filmmaking.