

FOR IMMEDIATE RELEASE
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A NIGHT OF INDEPENDENT FILM PRESENTS *DIRT! THE MOVIE*

Reading, PA – An insightful and timely film that tells the story of the glorious and unappreciated material beneath our feet, *DIRT! The Movie* will screen as the next selection of “A Night of Independent Film” at the R/C Reading Movies 11 & IMAX on Sunday, July 25 at 7 p.m., presented by the Greater Reading Film Festival. Ticket cost is \$7.00. A post-film discussion featuring Gloria Day, owner of Pretty Dirty Ladies, Inc., will follow the screening, moderated by Al Walentis.

Distributed by Bullfrog Films, *DIRT! The Movie* was inspired by William Bryant Logan’s acclaimed book “Dirt: The Ecstatic Skin of the Earth.” *DIRT! The Movie* takes a humorous and substantial look into the history and current state of the living organic matter that we come from and will later return. Narrated by Jaime Lee Curtis, this film brings to life the environmental, economic, social and political impact that the soil has. It shares the stories of experts from all over the world who study and are able to harness the beauty and power of a respectful and mutually beneficial relationship with soil.

Gloria Day owns Pretty Dirty Ladies, Inc. Garden Design & Maintenance, and is an active member of the Pennsylvania Landscape & Nursery Assoc. (PLNA) serving on its Board of Directors. She has represented PLNA on the Governors’ PA Invasive Species Council, the Governors’ Horticultural Advisory Committee and is past Chairperson for the Government Relations Committee. She also serves on the Berks Arts Council Board of Directors, creates landscape displays for the PA Energy Festival, and has hosted a Symposium for Lyme disease at Kutztown University. She has written two garden columns, “Down the Garden Path” and “Glorious Gardens,” and hosts NAP Connection’s “New ArtScapes” on BCTV.

For more information about tickets and future screenings, please visit www.readingfilmfestival.com, or call 610-898-1930.

The Berks Arts Council presents the Berks Jazz Fest, Bandshell Concert Series, the Pagoda Awards, Greater Reading Film Festival, the Pennsylvania Partners in the Arts Re-Granting Program and provides art exhibition and marketing opportunities for member artists. Visit www.berksarts.org for more information.

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