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For more Information: Celia Alario, +1.310.721.6517 celia@vaccinemovie.org

THE GREATER GOOD Documentary Film Joins Dr. Mercola & NVIC for Vaccine Awareness Week Starting October 30th

Makers of New Documentary on Vaccines Offer FREE Online Viewing For One Week Only and a Limited Edition DVD for Sale at www.mercola.com

Worldwide~ Makers of the new documentary film THE GREATER GOOD (www.greatergoodmovie.org) announced today that they will join in Mercola.com's Vaccine Awareness Week from October 30th through November 5th, offering exclusive **free** online viewing of the film at www.mercola.com and selling a special limited edition DVD of the film for \$10. The Week, cosponsored by National Vaccine Information Center and Dr. Mercola, will feature special articles, interviews and other online content at Mercola.com, in addition to THE GREATER GOOD online viewing opportunity.

THE GREATER GOOD looks behind the behind the fear, hype and politics that have polarized the vaccine debate in America today. The film re-frames the emotionally charged issue and offers, for the first time, the opportunity for a rational and scientific discussion on how to create a safer and more effective vaccine program.

Filmmakers Leslie Manookian, Kendall Nelson and Chris Pilaro spent over five years researching and making the film, which follows three families personally impacted by vaccination. The film also features interviews by experts from all sides of the issue, including Barbara Loe Fisher, co-founder and president of the National Vaccine Information Center, a co-sponsor of Vaccine Awareness Week, and more than a dozen others. (A full list of experts is available at <http://www.greatergoodmovie.org/experts-in-the-field>)

"Our filmmaking team is honored to bring this film to online viewers everywhere via Mercola.com during Vaccine Awareness Week," said Leslie Manookian, Producer/Writer of THE GREATER GOOD. "We hope the film will inspire more rational discussions about vaccinations, and serve as a resource for parents, physicians, policy makers and others who want to participate intelligently in the heated national dialogue on vaccines and vaccine safety," Manookian added.

"As parents first, and filmmakers second, vaccination is very important to us, and we learned that it is not at all a black and white issue. There is an urgent need for better education about vaccines, and everyone deserves the right to make well-informed decisions. We believe Mercola.com's Vaccine Awareness Week will make great strides in that direction," said Kendall Nelson, who directed the film along with Chris Pilaro.

The film has screened at a number of festivals this year including Sidewalk Moving Picture Film Festival where it won the Koroni award from the School of Public Health at the University of Alabama. It also grabbed the Cinematic Vision Award from the Amsterdam Film Festival.

THE GREATER GOOD will be available for online viewing via streaming video at Mercola.com for Vaccine Awareness Week, but the film's special limited edition DVD will be available for sale on Mercola.com for as long as supplies last.

In 2012 the filmmakers plan to make the film available for community screening events around the world. Interested individuals and organizations can learn more at <http://www.greatergoodmovie.org/list-subscribe> or by texting **goodnews** to 91011 for mobile updates.

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What the critics are saying:

“Deftly examined... provocative...film is an effective eye opener.” Los Angeles Times

[Full review at: <http://www.latimes.com/entertainment/news/la-et-capsules-greater-good20111014,0,7995562.story>]

“A new documentary about childhood immunizations, ‘The Greater Good’ could intensify debate around the potential dangers of vaccines.” Anthony Kaufman, Wall Street Journal

[Full review at: <http://blogs.wsj.com/speakeasy/2011/04/03/film-seeks-to-spur-rational-discussion-on-vaccine-safety/>]

“What’s being said is staggering, especially if you don’t know too much about the science of and politics behind vaccines.” LA Weekly

[Full review at: <http://www.laweekly.com/2011-10-13/film-tv/the-greater-good-review/>]

About Dr. Mercola and Mercola.com:

Dr. Joseph Mercola’s mission is to bring people practical solutions to their health problems. A New York Times best-selling author, Dr. Mercola was voted the 2009 Ultimate Wellness Game Changer by the Huffington Post. He has been featured in major publications such as Time magazine and the LA Times, and on CNN, Fox News, ABC News, the Today Show and CBS’ Washington Unplugged.

He is board certified in family medicine, and served as chairman of the Family Medicine Department at St. Alexius Medical Center for five years. He is trained in both traditional and natural medicine. Over 2 million people, including 40,000 health care professionals, currently receive the website’s free email health newsletter, which offers practical health and wellness information covering nutrition, medicine, lifestyle choices, emotional therapy and other health topics.

About the National Vaccine Information Center (NVIC.org):

The National Vaccine Information Center (NVIC.org) is a non-profit charity founded in 1982, and is the oldest and largest consumer organization in the U.S. dedicated to preventing vaccine injuries and deaths through public education and defending the informed consent ethic.

NVIC co-founder and president, Barbara Loe Fisher, is co-author of the seminal 1985 book DPT: A Shot in the Dark. Since then, she has defined the vaccine safety and informed consent movement and represented the perspective of the educated health care consumer on vaccine policy, law and ethics in major print and broadcast reports. She has served as a consumer member of federal vaccine advisory committees for more than 20 years and testified in Congress and state legislatures. She is a video blog commentator on NVIC.org and Mercola.com, and is featured in the new documentary “The Greater Good.”