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International sustainability expert Annie Leonard speaks on "stuff"

Summary: Sponsored by the Campus Activities Council Convocations Committee, Leonard's film and presentation on "stuff" will entertain and challenge.

(October 21, 2009)-Annie Leonard, international sustainability and environmental health issues expert, will speak at the University of Minnesota, Morris on Tuesday, November 3, 2009, at 7:30 p.m. in Edson Auditorium in the Student Center. The presentation, free and open to the public, will feature Leonard's brief film, *The Story of Stuff*. Earlier in the day, Leonard will visit with students in the Environmental Problems and Policy class. Leonard's campus presentations are sponsored by the Campus Activities Council Convocations Committee.

The Story of Stuff, a 20-minute, fact-filled film centers on the question, "Where does all the stuff we buy come from, and where does it go when we throw it out?" The result of Leonard's 20-year search for an answer and travels in more than 40 countries, the film exposes the costs, both environmental and social, of the world's manufacturing and consumer habits. Leonard will discuss the ideas of "planned obsolescence" and "perceived obsolescence"—that is, goods that are designed to be disposable and goods that we are made to think are disposable once they go "out of style."

Leonard's film and presentation have been described as "humorous and accessible" as well as "challenging and serious."

In 2008, *TIME* magazine named Leonard an Environmental Hero alongside Arnold Schwarzenegger, who began eco-friendly initiatives in California Joachim Luther, who made strides in the solar power field and brothers Jean-Francois and Jean-Charles Decaux, who established a bicycle renting system in Paris.

The Story of Stuff has generated more than 6.5 million online views in 200 countries and territories since its launch in December 2007. A book version is scheduled for release in March 2010.

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