

NEW DOCUMENTARY ABOUT PERSONAL AND PLANETARY HEALTH GOES VIRAL - OVER 200,000 VIEWS IN 6 DAYS

Absent Traditional Advertising, "Origins" Garner's Worldwide Acclaim and Audience Via Grassroots, Social Media

Los Angeles, CA (prHWY.com) November 19, 2014 - Los Angeles, November 19, 2014 -- The newly released documentary film "Origins" has gone viral - garnering over 200,000 views worldwide and sparking a serious conversation about sustainability, planetary and personal health - all without the benefit of television or newspaper advertising.

During the first week of its free online screening, "Origins" (<http://origins.well.org/movie>) was viewed over 200,000 times and shared by more than 100,000 people on social media. This groundbreaking reach was even more significant because it was all accomplished without the benefit of paid print or broadcast advertising - the entire outreach campaign was conducted via social media and grassroots activism.

This is the first time a documentary has generated such interest and represents a watershed moment in the area of film distribution -- using social media and activists to build an audience for potential high-impact films instead of the typical studio system - which generally benefits more commercial, less substantive films.

"Origins" has also created a tremendous buzz online and in the environmental and sustainability communities. Some examples of viewer reactions:

"Loving this beautiful movie #OriginsFilm from @Well_Org. Well worth watching." - I
Girauld Green. Non-indigenous ally of Turtle Island's First Nations

"This is a must-see film for anyone trying to protect the Earth!" - Orangutan
Outreach

"This movie is great because it's the truth." - Abel
James - Host of the Top Rated Podcast- The Fat Burning Man

"This is the best documentary I have seen. This is the one that is going to help me get the people around me to wake up. Thank you so much for creating this." - Pam, posted on
<http://origins.well.org/movie/>

"Origins" is the latest film by Well.Org founder Dr. Pedram Shojai. The film was inspired when Shojai realized he was treating patients with the same lifestyle-induced ailments again and again. It became his mission to demonstrate the intrinsic connection between lifestyle, health and the vitality of our planet.

Proceeds from the movie will help provide communities access to organic foods and will help support key green initiatives.

Pedram Shojai, OMD, is the founder of Well.Org, the editor of BeMore! Magazine, the author of Rise and Shine, and the producer and director of the documentary film "Vitality."

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<http://origins.well.org/movie>

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