

Greg Reitman: (310) 234.2583 Cell: (310) 985.2583

*****For Immediate Release*****

BLUE WATER ENTERTAINMENT AND THE SALAAM SHALOM EDUCATIONAL FOUNDATION JOINS GREG REITMAN IN PLANTING TREES FOR 'THE ROOTED IN PEACE TREE PLANTING MISSION'

Greg Reitman, founder of Blue Water Entertainment, will be planting trees of peace with The Salaam Shalom Educational Foundation

LOS ANGELES, CA, OCTOBER 1st, 2009 — *Greg Reitman*, founder of *Blue Water Entertainment*, announced the 'ROOTED in PEACE' tree plantings in conjunction with *The Salaam Shalom Educational Foundation*. On October 1st, '*The ROOTED in PEACE' Tree Plantings* commenced at the *Westside Waldorf School* located in *Pacific Palisades, CA* at *10:20-11:00 AM*, with a special performance by *Keaton Simons*.

Additional 'ROOTED in PEACE' Tree planting ceremonies following *October 1st*, will be held at: *San Francisco Waldorf High School, San Francisco, CA* on *October 6th* at *3:45 PM* and *Santa Cruz Waldorf School, Santa Cruz, CA* on *October 7th* at *2:00 PM*.

'*The ROOTED in PEACE Tree Planting Mission*' originated to help raise awareness and consciousness in areas affected by violence and devastation by planting '*trees of hope*' and '*trees of peace*'. In an effort to encourage Arab and Jewish children to play and learn together in a productive, respectful, and peaceful environment, *Blue Water Entertainment* and the *Salaam Shalom Educational Foundation* have joined forces in '*The ROOTED in PEACE Tree Planting Mission*' to promote the Waldorf system of education and to assist in the children's global curriculum which helps to nourish and heal children, and enliven a sense of respect for humanity and participation in community.

In the words of *Shepha Schneirsohn Vainstein*, co-founder of the *Salaam Shalom Education Foundation*, "If we're going to have peace in the future in the Middle East, we're going to need to focus on healing children today. At a time when there is so much cynicism and despair about the situation, it's important to know about a life-enriching approach to education that is changing both Jewish and Arab children's lives for the better."

World renowned social conscious filmmaker, *Greg Reitman* believes that "moral imagination" is an essential quality for peace building. Moral imagination" enables students to engage fully and healthfully†in relationship, curiosity, creativity and responsible risk-taking which is essential for the next generations of youth reaching their full human potential."

Singer/Songwriter, *Keaton Simons* quotes, "I'm so proud to be a part of a project whose foundation is promoting peace from the roots - our children."

About Greg Reitman

GREG REITMAN is a new breed of filmmaker who combines a background in writing, producing, and directing with tech-savvy business acumen. In 2000 Greg founded BLUE WATER ENTERTAINMENT, an independent production company focusing on environmentally conscious entertainment. He recently produced the 2008 SUNDANCE Audience Award-winning feature documentary “FUEL” formerly “FIELDS OF FUEL.” The tremendous success and critical acclaim generated by “FUEL” garnered Mr. Reitman the sobriquet “HOLLYWOOD’S GREEN PRODUCER.”

www.gregreitman.com

About Blue Water Entertainment, Inc.

BLUE WATER ENTERTAINMENT is a leading independent production company, developing and producing content in narrative, television, music, short form and documentary styles. True to the vision of its founder, the mission of BLUE WATER ENTERTAINMENT is to tell cinematically compelling, intentional, and empowering stories that make a difference in our world. Cinema is the place where dreams are made and where life stops. In the magic kingdom of story telling, BLUE WATER ENTERTAINMENT’S slate of films focuses on current issues that impact our daily lives -- from politics, social justice and poverty to religion...and of course, the environment.

www.bluewatercompany.com

About ROOTED in PEACE

‘ROOTED in PEACE’ is a personal journey of filmmaker GREG REITMAN who relives his past experience of living in Israel during the first Gulf War and witnessing firsthand the gruesomeness of war and its impact on the region.† In response to our current global war crisis, the filmmaker examines what he believes to be the root of global conflict. In a quest to reconcile global violence, the filmmaker examines the roots of fundamentalism and how religious dogma affects the consciousness of humankind and the vitality of the planet Earth. The filmmaker’s ultimate quest is to ascertain whether the dogma of religion will ultimately control the species and bring destruction to the planet or will humankind prevail and shift its consciousness toward reconciling interfaith coexistence, and the desire to live in a world filled with love and compassion for all humankind.

www.rootedinpeace.com

About Waldorf Education

Waldorf Education is based on a deep understanding of human development that addresses the needs of the growing child. Waldorf teachers strive to educate in an artistic manner while cultivating independent creative thinking, cooperative problem solving, and flexibility.† Through the Waldorf curriculum children are introduced to other cultures and religions and significant bridges are being built with Arab and Jewish children and their families.

www.whywaldorfworks.org

About Salaam Shalom Educational Foundation

The Salaam Shalom Educational Foundation promotes educational methods and conflict resolution training targeted at Jewish and Arab children living under stress due to regional conflicts. Their goal is to educate individuals in cultivating new social, cultural and economic endeavors so that communities of Israelis and Palestinians may learn to thrive together.

www.sashedf.org

About Keaton Simons

Keaton Simons, a triple threat performer, has graced radio, television, film and concert media outlets with his music since an early age. Keaton's tasteful artwork, masterful songwriting and searing vocals bring an honesty and integrity that's instantly embracing. His much anticipated debut album, 'Can You Hear Me,' on CBS Records is sure to live up to all expectations with classic singer/songwriter traditions spawned by greats like Van Morrison, Rod Stewart and John Hiatt. For more information log onto www.keatonsimons.com or myspace.com/keatonsimons.

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