

FOR IMMEDIATE RELEASE

**A REVOLUTION IS GROWING  
“FIELDS OF FUEL”  
BRINGS ALTERNATIVE POWER TO THE PEOPLE**

**OFFICIAL SELECTION DOCUMENTARY COMPETITION 2008 SUNDANCE FILM FESTIVAL**

Best-selling author and environmentalist Josh Tickell's feature-length documentary film, *Fields of Fuel*, will make its World Premiere at the Sundance Film Festival on January 21, 2008. However, Tickell is doing more than premiering a film he is bringing the biodiesel revolution to the streets of Park City. Accompanying him will be a fleet of biodiesel powered vehicles, a former Texaco oil executive turned biodiesel innovator, copies of his second book *Biodiesel America* and the world's first car to run on biodiesel made from algae.

Known as the “Veggie Van” guy, Tickell captured the public's attention 10 years ago when he drove his sunflower painted VW Winnebago around the United States on biodiesel he made from recycled fast food cooking oil. This two-year “Veggie Van” tour to promote biodegradable biodiesel garnered international media attention and jump-started the now booming biodiesel industry. As one of the nation's leading experts on sustainable biofuels, Tickell's first book, *From the Fryer to the Fuel Tank – The Complete Guide to Using Vegetable Oil as an Alternative Fuel*, sparked a biodiesel revolution.

Presented by Producers Greg Reitman of Blue Water Entertainment and Dale Rosenbloom of Open Pictures, *Fields of Fuel*, chronicles Tickell's personal journey as a man who is showing Americans how to take back their country one gas tank at a time. He takes celebrities, scientists and world energy experts on an alternative power trip through Louisiana's polluted bayous, Detroit's misguided corporations and Washington's corrupt practices. At its core, the film reveals the true price we are paying for a barrel of oil. That price is ultimately our freedom. Tickell presents a simple and immediately applicable solution strategy utilizing existing infrastructure to secure America's energy independence and boost the economy.

*Fields of Fuel*, provides inspiring examples of how other countries are making the shift away from black gold including Sweden's national commitment to become fossil fuel free by the year 2020 and a tax credit program for biodiesel use in Germany (where Rudolf Diesel first invented the Diesel engine to run on peanut oil over 100 years ago). The film also addresses the controversy surrounding biofuels that are made from food crops and presents solutions for making fuel from non-agricultural sources such as algae.

*Fields of Fuel* also profiles some unlikely green heroes like New York City Council Member James Gennaro, who is working with local metro transit authorities and companies to green New York City, as well as innovative companies like *Nova Biosource Fuels, Inc.* and *Solazyme, Inc.* that are leading the renewable fuel revolution.

*Nova Biosource Fuels'* Chief Executive Officer, Ken Hern, is a former Texaco executive who served as President of Texaco Saudi, Inc. Texas oil man turned biodiesel maverick, Hern has been instrumental in developing *Nova's* proprietary process technology that has the capability of making biofuels from over 25 different feedstocks, including nonagricultural sources, without producing any air or waste water streams. *Nova* recently secured \$41 million to complete and run its Seneca, Illinois biodiesel refinery capable of producing 60 million gallons per year.

Founded by Harrison Dillon and Jonathan Wolfson, *Solazyme* is a synthetic biology company unleashing the power of marine microbes to create clean and scalable solutions for the renewable energy, industrial chemical, and specialty ingredient markets. In *Fields of Fuel*, *Solazyme* will unveil the first car powered by algal biodiesel in real-world driving; and festival goers will be able to see the car live on the streets of Park City.

In the spring of 2008 Tickell and his team plan to take *Fields of Fuel* on the road as part of a national community outreach educational campaign to transform America's cities and towns to green energy and make energy independence a priority issue in the Presidential election. Armed with an arsenal of biofuel powered vehicles, his "Community Action Campaign" will hit 50 cities with a cadre of characters and notables from the film.

And with invitations to present at the Democratic National Convention and prestigious Republican events, *Fields of Fuel* might just be what America needs to pull the needle of oil addiction from its throbbing transportation vein - right before the next President steps onto the White House Lawn.

[www.fieldsoffuel.com](http://www.fieldsoffuel.com)

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\*New York City Council Environmental Chairman James Gennaro, Nova Biosource Fuel's CEO Ken Hern and Solazyme founders Harrison Dillon and Jonathan Wolfson will be in Park City January 19-22, 2008. To schedule an interview, please contact Kevin Vickery at 310-776-0304 or kevin@kevinvickery.com.

**Fields of Fuel Screening Times:**

Mon.	Jan 21	11:30 AM	Prospector	World Premiere Screening
Tue.	Jan 22	09:00 AM	Yarrow 2	Press and Industry Screening
Tue.	Jan 22	21:30 PM	Holiday IV	
Wed.	Jan 23	08:30 AM	Broadway 6	High School Screening, Salt Lake City
Thu.	Jan 24	15:15 PM	Holiday III	
Fri.	Jan 25	08:30 AM	Broadway 6	High School Screening, Salt Lake City
Fri.	Jan 25	18:45 PM	Broadway 5	Salt Lake City
Sat.	Jan 26	10:00 AM	Holiday IV	

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