



**For Immediate Release**

November 9, 2005

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## **Wal-Mart: The High Cost of Low Price Set To Debut in Indianapolis at Key Cinemas**

*Indianapolis Screening One of Over 3,000 Across the Nation;  
Part of National Premiere Week to Debut New Greenwald Film*

**[www.WalMartMovie.com](http://www.WalMartMovie.com)**

INDIANAPOLIS – The controversial new film *Wal-Mart: The High Cost of Low Price* will debut in Indianapolis area homes, schools and theaters as part of Wal-Mart Premiere Week, an unprecedented grassroots effort that will see over 3,000 screenings across the nation from November 13-19, 2005.

A free community screening, sponsored by Public Access of Indianapolis, Indianapolis Democracy for America and Wal-Mart Watch will take place on Tuesday, November 15, 2005, at 7:30 pm at Key Cinemas, 4044 South Keystone Ave in Indianapolis. The event is free and open to the public. Representatives from the sponsoring organizations will be on hand to answer questions and encourage attendees to get involved in their respective efforts.

*Wal-Mart: The High Cost of Low Price* is the newest film from director and producer Robert Greenwald, and the first from his new venture, Brave New Films.

The film takes the viewer on a deeply personal journey into the every day lives of families struggling to fight against a goliath. From a small business owner in the Missouri to a preacher in California, from workers in Florida to a poet in Mexico, dozens of film crews on three continents bring the story of an assault of families and American values. Current and former employees, managers and executives will tell all about the corporation's inner-workings. *Wal-Mart* is based on individual human beings, all over the world, at all levels of society, telling their story in very personal terms.

Wal-Mart has launched an aggressive public relations campaign to counter the claims of the film.

Public Access of Indianapolis, Inc. is a nonprofit community media organization working to establish a public access TV channel and community media center in Indianapolis, and promote community-based, independent and alternative media. [www.indyaccess.org](http://www.indyaccess.org)

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