

**5th Animal Film Festival kicks off in Sacramento
with evening screening of 'The End of Meat'
sponsored by VegFund
With special guest, director Marc Pierschel**

Grass Valley, CA, January 8, 2018 – The 5th annual Animal Film Festival produced by the Center for Animal Protection & Education (CAPE) will host a kick off event on Tuesday, February 13, at The Guild Theater, 2828 35th St., Sacramento from 7:00pm – 9:30 pm. The event will screen the acclaimed feature documentary film 'The End of Meat.' Director Marc Pierschel will take the stage after the screening for a discussion and Q&A.

Shelley Frost, AFF Director: "The Animal Film Festival is an all day event that takes place at the Center for the Arts in Grass Valley on Saturday February 17. This special Kick Off event is an expansion of the AFF, and will bring a fascinating and timely film about the future of animals used in agriculture to the Sacramento community."

The End of Meat is a groundbreaking documentary film that envisions a future where consumption of meat from animals is a thing of the past. Many recent news stories about "clean meat" – meat products made from the cellular level – as well as the uptick of companies making vegan and meat replacement products, suggests that the premise of The End Of Meat is not only relevant but possible.

Marc Pierschel, director: "What we eat has tangible consequences for the world around us and for billions of non-human animals. The end of meat as we know it might just be the best solution we have — to save ourselves, the animals and the planet."

Doors open at 6:30 pm and the film will begin at 7:00 pm. After the screening, Pierschel will take the stage for a discussion and audience Q&A.

Early Bird tickets are on sale through January 15 (\$12 General Admission, \$8 Senior/Student/Military). Prices will increase to \$15 General Admission, \$10 Senior/Student/Military. Tickets can be purchased at Underground Books next door to The Guild Theater or by visiting www.animalfilmfestival.org. If available, tickets will be sold at the door the night of the event.

The following weekend, February 17th, the 5th annual Animal Film Festival comes to Grass Valley, during which 22 films from around the world will be screened. Filmmakers on stage, virtual reality, hot vegan food served in the lobby, free popcorn and so much more will fill the day.

This event is sponsored by VegFund (<http://www.vegfund.org/index.html>) and proceeds from the festival support animals with special needs rescued by the Center for Animal Protection and Education (CAPE).

For tickets or more information visit www.animalfilmfestival.org.

About CAPE

The Center for Animal Protection and Education (CAPE) (www.capeanimals.org) works to save the lives of individual animals and to educate people about ways in which they can alleviate animal suffering. Founded in 1992, CAPE has helped thousands of animals. Those who are older, injured or recovering from an illness are placed into new, loving homes through CAPE's foster and adoption programs. In 2016 CAPE co-created Mutttopia, a shelter for rescued dogs located in Santa Rosa, CA. In 2012 CAPE established the CAPE Animal Sanctuary in Grass Valley, California, a permanent home for dozens of animals with special needs and burros removed from their native habitats on public lands by the U.S. Bureau of Land Management. CAPE also offers educational opportunities to inform people about issues animals face in society such as the Animal Film Festival, Animal Eyes TV, and local volunteer programs. CAPE programs emphasize that all animals have the right to a long, full life, free from pain and suffering. To learn more or donate please visit www.capeanimals.org.

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