

Black River Falls Public Library

News for Immediate release

Feb. 14, 2012

The Black River Falls Public Library will host a special screening of the film, *The Botany of Desire*, based on the book by Michael Pollan. The program will be shown in two parts on the evenings of March 1 and March 5 beginning at 6:30 p.m. Discussions will follow with area farmers and botanists and other interested individuals with expertise on subjects covered in this program.

*The Botany of Desire* is a Reel to Real program, brought to you by Wisconsin public Television and the Wisconsin Library Association. The Reel to Real program seeks to create engagement through public television programming by hosting community screenings and events in cities throughout Wisconsin to facilitate community discussion and action.

A collaboration of community organizations and individuals has planned this program: Karner Blue Garden Club, the UW-Extension in Jackson County, The Master Gardener club, Ho-Chunk education outreach program, the Black River Falls Public Library and other interested individuals.

The short film adaptation of the book will explore the history of the world from a plant's eye view of the world. The four plants are Tulips - The human desire for beauty, Apples - the human desire for sweetness, Cannabis - the human desire for intoxication, and Potato - the human desire for control of food. Tulips and apples are featured in the March 1 program and Cannabis and Potatos are featured in the March 5 program.

This program is free of charge and open to the public. Refreshments will be provided by the Karner Blue Garden Club. For more information contact Muriel Gunderson, Black River Falls Public Library at 715-284-4112 or the Jackson County Extension office at 715-284-4257.