

Microcosm Publishing
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Still We Ride DVD



SUBJECT CATEGORY: Documentary

RELEASE: 6/19/08

PRICE: Retail: \$14 | Direct: \$12 | Wholesale: \$8.40

ISBN: 978-1-934620-18-2

FORMAT: DVD (5 oz), 91 minutes, color

MARKETING NOTES:

- Film has screening at the London and NY Bicycle Film Festivals and the Lost Film Festival among many others.
- Touring east coast screening schedule planned for Summer 2008
- Film discusses one of the most important political events of 2004 where hundreds of people had to fly back to New York for court cases
- Film is featured on 25,000 postcards distributed to stores and individuals
- Film is advertised regularly in *Maximum RocknRoll*, *Razorcake*, *Give Me Back*, *Slug & Lettuce*, and *Reader's Guide to the Underground Press*

COMPARATIVE TITLES:

Hammer and Cycle, CustomFlix, July 13, 2006, \$14.95
Pedalphiles, Prolefeed Studios, August 12, 2005, \$15
This Is What Democracy Looks Like, Blank Stare, May 3, 2005, \$29.98

Critical Mass is a monthly bike ride where cyclists around the world take to the streets en mass. Whether it's to show how unfriendly city streets are for bike riders, to symbolically "reoccupy" the city, or to simply have a good time, the self-organized ride has grown astronomically over the past 10 years. *Still We Ride* takes a look at the dark side, as Critical Mass riders become targets for law enforcement. The documentary follows the showdown between cyclists and the New York Police Department during a ride that coincided with the August 2004 Republican National Convention, resulting in 264 arrests. From there, we watch the police wage an ongoing campaign to criminalize and shut down Critical Mass NY. In this escalating struggle, directors Andrew Lynn, Elizabeth Press, and Christopher Ryan talk to riders, lawyers, and police in an attempt to make sense of the strong-arm and intimidation tactics, illegal videoing, and general first amendment-violating practices of the NYPD. *Still We Ride* is a wake up call to all Americans.

"The festival's pièce de résistance [of the festival] was a 40-minute documentary about the NYPD's crackdown on the Critical Mass movement - the now global 'happening' on the last Friday of every month in which cyclists congregate in their hundreds and thousands to convoy through the city for a celebratory couple of hours - ever since last year's Republican National Convention." - *The Guardian*

"Every month they continue to meet and ride. Their mantra, reflected in their stubborn refusal to back down from ongoing arrests, is also the title of a new documentary, *Still We Ride*." - *Villager*

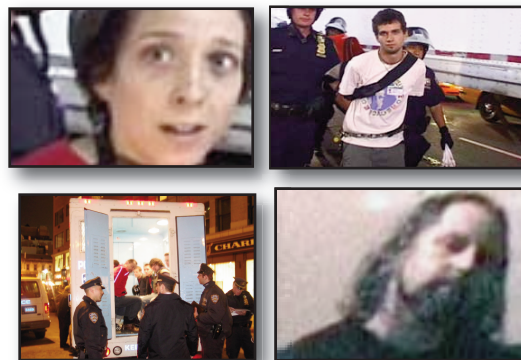
"These guys won't stop cars," smirks one NYPD patrolman observing a Critical Mass ride. Probably true, but the highly entertaining *Still We Ride* may help stop the NYPD's attack on a peaceful ride." - *NYC Indy Media*

ABOUT THE DIRECTORS:

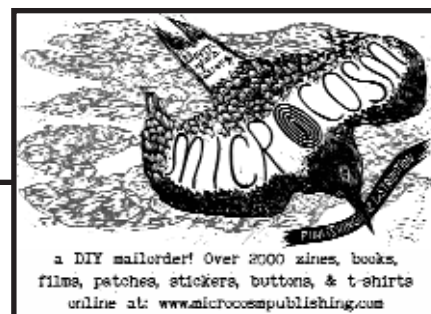
Directors Andrew Lynn, Elizabeth Press, and Christopher Ryan were front and center during the fated August 27, 2005 ride and paid the price for their self-expression with their arrests (see arrest photos to the right.)

ABOUT THE PUBLISHER:

Microcosm Publishing is an independent publisher and distributor based in Portland, OR and Bloomington, IN. Our titles attempt to teach self empowerment to disenfranchised people and to nurture their creative side.



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