

**For Immediate Release**

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**Volcano Boy Media Productions  
in conjunction with Brave New Films and Ralph's Diner  
Announces a screening of  
Wal-Mart: The High Cost of Low Price**

*Latest film from the Director of Outfoxed, Robert Greenwald to screen at Ralph's Diner, Worcester  
Massachusetts November 16th in the Largest Grassroots Viral Marketing Campaign Ever*

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

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

[www.ralpsdiner.net](http://www.ralpsdiner.net)

Worcester, MA – Brave New Films, a production company dedicated to making cutting edge films about the most relevant subjects of our time, will screen its first film, *Wal-Mart: The High Cost of Low Price*, in conjunction with Volcano Boy Media Productions at the world famous Ralph's Diner, 148 Grove St, Worcester, MA, on Wednesday , November 16th.

*“This is a movie about American families and American ideals, a movie about one corporation crushing the American dream for millions of ordinary people – right or left, republican or democrat, red or blue,”* said Greenwald. *“Wal-Mart is systematically destroying the fabric of our nation, pretending to be the great American workplace while at the same time showing thinly veiled contempt for working families, small business owners, and the very people it employs.”*

Challenging the traditional release window, *Wal-Mart* will be shown at well over 3,000 screenings and house parties across the nation – with Ralph's Diner playing host to the only screening in Worcester, MA.

Due to an overwhelming response, trailers for the film originally released exclusively on the web began showing on dozens of screens across the country in early October. The trailers are parodies of Wal-Mart advertisements, starring among others James Cromwell and Frances Fisher

The Worcester screening, organized by Volcano Boy founders Brendan Melican and Duncan Arsenault, is set to begin at 9pm on Wednesday, November 16<sup>th</sup> upstairs at Ralph's Diner. To be followed by a musical engagement organized by Ralph's Diner booking manager Dickie Cummings. The cover charge for the event will be Three American Dollars (or it's foreign equivalent). Food and beverages of the alcoholic and non-alcoholic varieties will be provided for a nominal fee by Ralph's Diner.

Volcanoboy.com is the single largest community driven website serving artists, musicians and their fans in Central Massachusetts. Owned and operated by exceedingly handsome entrepreneurs Duncan Arsenault and Brendan Melican, VB strives to bring the very best in entertainment to Greater Worcester area through creative marketing and strategic partnerships with the cultural community.

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