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**AWARD-WINNING “GREEN PRODUCER” GREG REITMAN IN PRODUCTION  
WITH NEW FEATURE DOCUMENTARY FILM “ROOTED IN PEACE”**

*Greg Reitman to shoot footage at the United Nations  
on International Day of Peace, Sept. 21, 2008*

(LOS ANGELES, Sept. 9, 2008) -- Greg Reitman, president of Blue Water Entertainment, has announced that his new documentary “Rooted in Peace” is now in production. To kick off the schedule, Blue Water Entertainment will be shooting footage at 11 Days of Global Unity in New York City from Sept. 11- 21. In addition, Blue Water has been credentialed to film at the United Nations on the International Day of Peace Sept. 21, where Greg Reitman will conduct a series of interviews and appear on camera for a special vlog.

According to Reitman, the filmmaker of the project, “‘Rooted in Peace’ is vital to the world as it examines and documents a new shift in consciousness among the world's enlightened leaders and the children of the Abhramaic religions, pointing to our shared peaceful roots and presenting the possibility of living in a world filled with love, trust and brotherhood.” The documentary will explore the Arab-Israeli conflict in an entirely new way, by tracing the origins of the Jewish, Christian and Muslim religions back to a common patriarch, Abraham.

Reitman is the founder of Blue Water Entertainment, Inc., an independent production company focusing on environmentally conscience entertainment. Widely regarded as Hollywood's “Green Producer,” he recently produced the 2008 Sundance Audience Award-winning feature documentary “Fields of Fuel,” which presents the case for biodiesel as the fastest and most sustainable means to reducing our country's dependence on oil. He also wrote, produced, and directed the feature documentary “Hollywood's Magical Island - Catalina” (2003), syndicated on American Public Television (APT).

International Day of Peace

The International Day of Peace (Peace Day) was established by a United Nations (UN) resolution in 1981 to coincide with the opening of the General Assembly. The first Peace Day

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was celebrated in September 1982 and in 2002, the General Assembly officially declared September 21 as the official date. Peace Day provides an opportunity for individuals, organizations and nations to create practical acts of peace on this shared date. Since its inception, Peace Day has marked our personal and planetary progress toward peace and has grown to include millions of people around the world. Each year, events are organized to commemorate and celebrate this day, ranging in scale from private gatherings to public concerts and forums where hundreds of thousands of people participate. (<http://www.internationaldayofpeace.org>)

#### 11 Days of Global Unity

11 Days of Global Unity (Sept. 11 - 21) is an annual worldwide promotion of peace, justice and environmental stewardship. Launched in 2004 by We, The World, 11 Days of Global Unity was created to be a breakthrough platform for linking local awareness and action campaigns into an inspiring international movement. In New York City this year, there will be more than 200 concerts, festivals, webcasts, and other activities, culminating on Sept. 21 at the United Nations International Day of Peace. More than 500 events are planned in over 60 countries around the world. Supporters of 11 Days of Global Unity include Nobel Peace Laureate Archbishop Desmond Tutu and Honorary Co-Chairs Jane Goodall, Deepak Chopra, John McConnell (the original Founder of Earth Day), Robert Thurman, and NYC Councilman Alan J. Gerson. (<http://www.11daysofunity.org>)

#### About We, the World

Founded in 1998, We, the World (<http://www.wetheworld.org>) is a non-profit global collaboration for a livable future. The organization forms international networks and produces major events to increase public awareness and action regarding critical societal issues, with the mission to maximize social change on a global scale.

EDITORS NOTE: For more information related to Greg Reitman or the projects please visit the following websites:

<http://gregreitman.com>

<http://www.rootedinpeace.com>

<http://bluewatercompany.com>

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