



**News Release
Contact**

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**MARIN COUNTRY MART TO HOST MARIN ORGANIC FUNDRAISER,
'SLOW IS FAST,' ON JUNE 21**

*All Are Invited to Special Event Featuring Book Signing with
Surfer/Farmer Dan Malloy, Short Film Screening, Food, Drink & More*

LARKSPUR, CA, JUNE 11, 2014 - Marin Country Mart is pleased to host a special fundraiser benefiting Marin Organic on June 21 from 6-9 pm. Held in Marin Country Mart's Big Tent, the evening features the book "Slow Is Fast" and shows the companion 30-minute film "Moving Pictures and Extra Features." Acclaimed surfer, farmer, Patagonia Ambassador and book co-author Dan Malloy will be on hand to sign books. Valued at \$30, the book and film DVD are included in the ticket price of \$45. Tickets are available through Brown Paper Tickets at www.brownpapertickets.com/event/687909.

Enhancing the evening are food and drink provided by Belcampo Meats, Rustic Bakery, Lagunitas Brewing Company and Patagonia Provisions. A selection of Patagonia merchandise will also be raffled off among guests.

The fundraiser showcases the journey taken by Dan Malloy and two friends. In fall 2010, Dan, filmmaker Kellen Keene and still photographer Kanoa Zimmerman boarded a train from Southern to Northern California with "bicycles, a surfboard, wetsuits, flippers a microphone and a couple cameras." Their plan was to bike and surf down the coast, stay with friends or camp, earn their keep, and learn from folks who do good work and get by along the California Coast.



Their 58-day, 700-mile trip started in Mendocino, continued down the coast through Big Sur and Ojai to Ventura, then turned inland and uphill to Cuyama. Along the way, they visited a horse-powered farm, an activist/artist farmer and his family, a surfboard shaper, and a man who crafts pre-historic tools. This portrait of California, seen from the slow-paced perspective of the three pedal-pushers, cultivates and shares a unique experience of the coast, the land and the people.

About this "mini-adventure in my own backyard," Dan Malloy said, "I learned more about the people and places along the California Coast than I had in thirty five years and a thousand trips by car." The end-result of the friends' journey was the book "Slow Is Fast" with photography by Kanoa Zimmerman and the 30-minute short film "Moving Pictures and Extra Features" shot by Kellen Keene.

In addition to Mr. Malloy's far-reaching renown as a surfer, farmer and environmentalist, it was two of the farms highlighted in the book that piqued the interest of Marin Organic for this fundraiser. Gospel Flat Farm of Bolinas is a member of Marin Organic (its owner, surfer/farmer Mickey Murch, will also be on hand at the June 21 event). Also featured is New Family Farm, a model farm in Sonoma County that supports Marin Organic and shares its values.



Marin Organic partners with local farms to promote organic agriculture, provide food system education, and increase access to fresh produce for people in need. According to Jeffrey Westman, Marin Organic's Executive Director, this fundraiser is a special opportunity to meet Dan Malloy and other surfers, local farmers and environmentalists. "Our efforts support the next generation of agrarian," said Mr. Westman. "All proceeds from this event go to Farming 101, our education and mentorship program for beginning farmers and ranchers. For those who share these interests, this evening at Marin Country Mart is one not to miss."

From its perspective, Marin Country Mart is very pleased to host and support this special fundraiser, said Diana Rodgers, Events Manager at Marin Country Mart. "Since 2010, our popular Saturday Farmers' Markets at Marin Country Mart have offered a delectable selection of local and organic products weekly to our visitors. Like Marin Organic, we're committed to building relationships with small farmers, helping them thrive, and offering the community the best from these local purveyors to savor at home."

(Photos: "Slow is Fast")

Marin Country Mart is located at 2257 Larkspur Landing Circle, Larkspur, CA 94939. Parking is free. Additionally, parking on weekends and nights is available at no cost at the Larkspur Ferry Terminal Building, just a short stroll over a pedestrian bridge from Marin Country Mart. Coming from the city, San Francisco residents and visitors are invited to ride the Larkspur Ferry for free during selected days and times. For details on this special promotion with the Golden Gate Larkspur Ferry, please visit: www.goldengate.org/MCMPromo

For more information on Marin Country Mart, contact us by phone 415-461-5700, email at marketing@marincountrymart.com or online at www.marincountrymart.com.

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About Marin Organic

Marin Organic partners with local farms to promote organic agriculture, provide food system education, and increase access to fresh produce for people in need. They provide marketing support for their farmers and help them build relationships with



local businesses. In turn, their member farms provide both the locations for education programs and the extra food that they harvest for hunger relief organizations. Marin Organic is proud to work in partnership with ranchers, farmers, and food producers to provide education on farms, empowering youth with the skills to take control of their "food future," while also feeding the most vulnerable members of their community.

Marin Organic was founded in 2001 by local farmers and ranchers who believed in creating meaningful standards for organic agriculture. These pioneers began meeting in the late 1990s to craft a vision for our region where agriculture would be environmentally and economically sustainable. Marin County has a rich history of family farms, but like many regions, was at risk of losing its small farms at the same time that they were witnessing alarming environmental destruction. Thanks to the work of a few dedicated farmers and ranchers, Marin County became the epicenter of the organic farming movement. Today Marin County counts over 33,000 acres of certified organic land, up from only 400. Marin is one of only three counties in California with a moratorium on growing GMOs. Forty farms, ranches, and producers are members of Marin Organic and continue to drive a local, sustainable food movement.

For more information on Marin Organic, please contact info@marinorganic.org or visit www.marinorganic.org.

About Marin Country Mart

In 2009, J.S. Rosenfield & Co. purchased Larkspur Landing, transforming it into Marin Country Mart through extensive upgrades and new retail offerings with independent brands that better reflect the preferences of residents and visitors. The open-air shopping destination, comprised of 12 barn buildings and over 173,000 square feet of space, features appealing boutiques, dining options, services and special events (see purveyors below). Marin Country Mart has two sister venues in Southern California, Brentwood Country Mart and Montecito Country Mart, which are favorites among residents for exceptional shopping and dining. All are conceived with a spirit of community in mind, as lively gathering places that evoke simpler, more gracious times. Inspired by the idea of the village square, Marin Country Mart is a welcoming destination where local residents and visitors enjoy talented artisans who ply their trades with pride and skill, in a congenial environment shared with families, neighbors and friends.

For more information or photos, please contact:

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Purveyors at Marin Country Mart:

 <p>Lark Shoes & Repair</p>	<p>SOUL CYCLE</p>	<p>JAMES PERSE</p>		<p>benjamin eyewear</p>
<p>MARIN BREWING COMPANY</p>	<p>LARKSPUR LANDING OPTOMETRY</p>	<p>yogaworks</p>	<p>ELITE BASTILLE</p>	
<p>UNIONMADE</p>		<p>miette</p>	<p>INFORMIX</p>	<p>TUTU School</p>
<p>barber lane</p>	<p>LARKSPUR LANDING VETERINARY HOSPITAL</p>		<p>FIDELITY INVESTMENTS</p>	<p>SUSHI KO</p>
<p>pressed juicery</p>	<p>CALYPSO <i>St. Francis</i></p>		<p>Tha Siam</p>	
<p>TOGO'S</p>	<p>SPACE Apothecary</p>	<p>MAXWELL CLASSIC CLEANERS</p>	<p>ERICA TANDY</p>	
	<p>TIMOTHY G. BIRCH, D.D.S.</p>	<p>24-hour Fitness</p>	<p>ASHER CLINIC</p>	<p>COOPER ALLEY HAIR SALON</p>
<p>diesel <small>BOOK STORE</small></p>	<p>TOY CRAZY</p>	<p>U.S. POST OFFICE THE TRADING POST</p>	<p>Roberta Roller Rabbit</p>	<p>FARM SHOP</p>
<p>Marin COUNTRY MART</p>				
<p>across from the larkspur landing ferry marincountrymart.com</p>				