

AIGA chapter sponsors screening of 'Wal-Mart: The High Cost of Low Prices'

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The Alfred University student chapter of the American Institute of Graphic Artists is presenting a screening of the controversial film "Wal-Mart: The High Cost of Low Prices" on Saturday, March 18, at 8 pm in Nevins Theater in the Powell Campus Center. Admission for the film is \$1 and is open to the public. The film was released in late 2005 and was screened through grass-roots initiatives and community gatherings. Wal-Mart dismissed the film and encourage people to view the film "Why Wal-Mart Works: And Why That Drives Some People Crazy" for a more accurate view of their company. Robert Greenwald produced and directed "Wal-Mart: The High Cost of Low Prices". The film dives into the deeply personal stories and everyday lives of families and communities struggling to fight a goliath. A working mother is forced to turn to public assistance to provide healthcare for her two small children. A Missouri family loses its business after Wal-Mart is given over \$2 million to open its doors down the road. A mayor struggles to equip his first responders after Wal-Mart pulls out and relocates just outside the city limits. A community in California unites, takes on the giant, and wins! Alfred University's Office of Student Activities and Powell Campus Center encourages recognized student organizations to purchase the screening rights and offer screenings of films with diverse and varied perspectives. Tricia Debertolis, Director of the Powell Campus Center, can be contacted for further information at 607-871-2175.