

P R E S S R E L E A S E

GLENISK PRESENTS ... ERIN BROCKOVICH

Ireland's family owned organic dairy brings Erin Brockovich to Dublin to mark National Organic Week, September 2008

(Offaly, 5 August 2008) Renowned campaigner and activist Erin Brockovich, subject of the 2000 oscar-winning film of the same name, will visit Dublin during September 2008 thanks to Ireland's family-owned and operated organic dairy, Glenisk. Brockovich will address an audience at University College Dublin, Belfield, at 1pm on Saturday, 20 September. The event is being held by Glenisk to celebrate Ireland's National Organic Week, which runs from 15-21 September 2008. Tickets for the event, which is open to the public, cost €27.65 and are available from www.ticketmaster.ie or by telephoning 0818 719300. Proceeds from ticket sales will be donated to the GM-free Ireland Network, the NGO which campaigns to keep genetically modified organisms out of Irish agriculture and food.

Widely regarded as an inspirational and highly entertaining speaker, Brockovich is a straight talker and believes in the importance of what she calls 'stick-to-it-ive-ness' – an attribute which has helped her to achieve great success in her campaigning work. She is best known for her work with the law firm, Masry & Vititoe. She began an investigation which eventually established that residents of Hinkley, California had been exposed to toxic Chromium 6 during the 1960s, 1970s and 1980s as a result of a leak into the groundwater from the nearby Pacific Gas and Electric Company's Compressor Station. In 1996, as a result of the largest direct action lawsuit of its kind, spearheaded by Brockovich and Ed Masry, the utility company paid the largest toxic tort injury settlement in U.S. history: \$333 million in damages to more than 600 Hinkley residents.

In Dublin, Erin Brockovich will speak on a range of topics including the power of one individual to create lasting change, the importance of truth-telling and transparency in high places, the feminine approach to tackling problems, the role of organic food and the environment and the future of organic food.

Speaking about the event, Vincent Cleary, managing director, Glenisk said: "We are delighted to welcome Erin Brockovich to Dublin for what we know will be an engaging, thought-provoking and entertaining event. At Glenisk, we share Ms Brockovich's passion for environmental activism and we admire her commitment to pursuing justice for others."

Michael O'Callaghan, co-ordinator, GM Free Ireland Network commented: "Erin Brockovich inspires us all to take personal responsibility for environment and health issues like patented GM seeds, which threaten our food and farming future. Please support the GM-free Ireland campaign by coming to this event."

Further information is available at www.glenisk.com.

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For further information, photography, biographical notes, tickets or to arrange an interview, please contact:

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Note to Editors:

About Glenisk: Glenisk was established in 1987 by the Cleary family in Killeigh, Co Offaly and converted to organic production in 1995. Today, Glenisk continues to operate from Killeigh and is run by six of the Cleary siblings, producing organic yogurt, milks, yogurt desserts and goats' milk products. Working with small organic farmers on both sides of the border, Glenisk procures 90% of the organic milk produced in Ireland, using more than 5,000 kilo tonnes annually. With strict adherence to fair trade practices, the Clearys pay farmers the highest milk premium in Ireland. Glenisk has received many awards and most recently, was the recipient of a Bord Bia 'Food Oscar', winning the Making a Difference category at the Bord Bia Food & Drink Industry Awards.

About Erin Brockovich: Erin Brockovich is a native of Kansas, a graduate of Wade Business College, Texas, a former beauty queen and the mother of three children. In 1990, she moved to Southern California and later began working at the firm of Masry & Vititoe. There she began investigating the exposure of California's Hinkley residents to Chromium 6, which had leaked into the groundwater from the nearby Pacific Gas and Electric Company's Compressor Station. In 1996, as a result of the largest direct action lawsuit of its kind, spearheaded by Brockovich and Ed Masry, the giant utility paid the largest toxic tort injury settlement in U.S. history: \$333 million in damages to more than 600 Hinkley residents.

Brockovich's investigating inspired the hit movie "Erin Brockovich", which highlighted her legal triumph and personal challenges. Released in March 2000 by Universal Studios, the film was a major box office success and won numerous awards including two academy awards - for Julia Roberts as best actor and Steven Soderbergh as best director.

Brockovich became a public figure overnight and elected to use her fame to spread positive messages of personal empowerment and to encourage people to stand up and make a difference. This led to her first television project, an ABC special entitled "Challenge America with Erin Brockovich." She set out to motivate and organize hundreds of volunteers and donated resources to help rebuild a dilapidated park in downtown Manhattan a few months following 9/11. Brockovich later hosted the Lifetime series "Final Justice." This series recreated incredible stories of actual women, their perilous situations and how they overcame adversity.

Brockovich is also the author of the book "Take It from Me, Life's a Struggle, But You Can Win." Brockovich is president of the consulting firm, Brockovich Research & Consulting, where she is involved in numerous major environmental cases.

She continues to travel the work delivering lectures and sharing her personal life lessons. Brockovich is married to Ellis, and lives with her husband and her three children in Southern California.

About the GM-free Ireland Network: this is an association of individuals and organisations collaborating to prevent the uncontained release of genetically modified (GM) algae, fungi, bacteria, seeds, crops, trees, crustaceans, fish and livestock on this island. Its members hold our Government and the Northern Ireland Assembly accountable to forge an all-island GM policy that is democratically informed by the stakeholders whom it will affect.

Contamination incidents around the world indicate that that GM crops can not "co-exist" with conventional and organic farming. GM-free Ireland supports farmers' rights to chose GM-free seeds and animal feed. It defend consumers' right to chose GM-free food, and calls for mandatory labeling of meat, poultry and dairy produce derived from livestock fed on GM animal feed. Ireland's geographical isolation provides an opportunity for our farmers and food processors to secure a major competitive business advantage with the most credible GM-free food brand in Europe.

GM-free Ireland's knowledge of the agricultural, economic, health, environmental, political, and legal risks of GMOs is informed by the expertise of leading scientists, farming bodies, consumer groups, government agencies, NGOs and politicians around the world. Its network has the largest number and the broadest diversity of stakeholder groups of any NGO on this island. Members include farmers, foresters, food producers, food distributors and exporters, leading chefs and restaurants, NGOs, professional associations, doctors, economists, lawyers, journalists, students and consumers. Membership is free of charge and open to individuals, businesses and organisations. For more information visit www.gmfreeireland.org.