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**“Race to Nowhere” The Most Talked About Education Documentary of the Decade**

**Airs on Public Television this Fall**

**Updated: September 22, 2014** – As school gets underway this fall, a timely and provocative film exposes a silent epidemic plaguing America’s educational system.

Called a "must-see movie" by *The New York Times*, *Race to Nowhere* was the first education film to uncover the epidemic of unhealthy, disengaged and unprepared students caught in the rat race of an obsessive achievement culture. Through heartbreaking stories of students from across the country, the film explores how high-stakes testing, runaway school schedules and relentless pressure to achieve has pushed our children to the brink.

**On September 25, 2014 *Race to Nowhere* will have its broadcast premiere** on [WORLD](#), public television’s premier news and documentary channel. This television event represents an unprecedented opportunity: the chance to harness the power of public television to bring a crucial conversation about American educational culture into living rooms nationwide. Timed to sync with back-to-school season, this program, which lends momentum to the Corporation for Public Broadcasting’s American Graduate Initiative, is poised to galvanize audiences across the country at a time of year when they are primed for a deeper conversation about education.

Since its initial release in 2010, *Race to Nowhere* screenings have functioned as a unique platform for transforming local conversation about school and childhood into a national grassroots movement for educational reform. *Slate* called the film, “The Battle Hymn of the Anti-Tiger Mother... the stealth juggernaut... a powerful alarming documentary that’s riling up parents across the country.” And so it has. In more than 7,000 screenings in all 50 states and more than 40 countries, the film has reached an audience of well over one million since its release. Thousands of schools have positioned the film as a crucial tool in their work to inspire local change, including reinvented homework policies, healthier school schedules, and more engaging classroom instruction.

**A Campaign to Reclaim Time**

Now on the eve of the broadcast premiere, and in celebration of the **film’s 5th anniversary**, the team behind *Race to Nowhere* is ready to kickstart a new culture

shift. With the launch of **BAN BUSY: Time to Thrive**, a national social action campaign, the film team is busting the myth that busyness in the name of productivity, achievement and competition is what's best for our children. Grounded in research, the campaign will educate communities on the significant toll that over-packed schedules have on students' health, cognitive development, creativity and emotional development.

Moreover, the campaign will challenge students--and the well-meaning adults in their communities--to "unschedule" their time and restore balance to their lives. Providing specific action ideas for students, parents, educators, coaches and other mentors, the campaign seeks to empower adults and children alike to proactively create space in their days for unstructured learning, play and relationships. Using the hashtag #banbusy, the campaign also seeks to create and celebrate a new visual culture of *balance* in place of our current culture of *busy*. On the theory that "you can't be what you can't see," participants are encouraged to share photos and videos of their own unscheduled moments--moments of downtime, family time, time outdoors, time with friends--via social media channels, and to invite their communities to follow suit.

Race to Nowhere will air on public television stations across the country throughout October.

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[Race to Nowhere](#) is produced by Reel Link Films, and presented and distributed nationally by Boston-based [American Public Television](#) (APT). Prior to its U.S. television debut, [Race to Nowhere](#) was enthusiastically received by audiences at community screenings and on the film-festival circuit. Critical acclaim soon followed from *The Washington Post*, *The New York Times* and the *Los Angeles Times*, among [others](#).

Notable quotes:

"*Race to Nowhere* is another inconvenient truth. It's a wake-up call to all of us who care about children, the purpose of schools, and how we define success in American education."

— The George Lucas Educational Foundation

"A compelling film about the stress that kids today experience because of high-stakes testing."

— Diane Ravitch, former Assistant U.S. Secretary of Education

"This film is a poignant reminder that straight As and high SAT scores are not the Holy Grail"

— Katie Couric, former CBS News anchor

"Raises important questions that educators and parents must confront... a provocative, conversation-starter of a film."

— Daniel Pink, Author of

*Drive* and *A Whole New Mind*

"Every once in a while, a film comes along that has the potential to change the culture. "Race to

Nowhere” shines a light on the crisis of learning and meaning facing American education. The film is both a call to arms and a beacon of hope, a source of relief and outrage and a way forward for all of us.”

— *Rachel Simmons, co-founder of the Girls Leadership Institute and author of “The Curse of the Good Girl.”*

*Fathers, everywhere — please see this film. There are so many parenting issues where the torch is being carried by the moms alone, and the dads are merely roped in. The issues raised in ‘Race to Nowhere’ are too important; we need to see it, talk about it, and deal with it. It’ll take a collective effort to create communities around our children where they are not so destroyed by a single failure, where they don’t feel every single act is being judged by admissions officers, and where they are free to still be kids.”*

— *Po Bronson, co-author of NurtureShock: New Thinking About Children*