

NARRATED BY
WOODY HARRELSON

KISS — THE — GROUND

THE
SOLUTION IS
RIGHT UNDER
OUR FEET

**DAVID
ARQUETTE**

**GISELE
BÜNDCHEN**

**ROSARIO
DAWSON**

**JASON
MRAZ**

**IAN
SOMERHALDER**

BIG PICTURE RANCH PRESENTS "KISS THE GROUND" A JOSH & REBECCA TICKELL FILM WITH WOODY HARRELSON • JOSH SIMON BALDERAS • RYAN DEMAREE
WYMAN A. NICHOLS ANTHONY ELLISON SEAN P. KEenan AND MILDRED LO JUAN LAURE BENENSON GISELE BÜNDCHEN DILL CAMERON JOHN PAUL DE JONIA PEDRO DINZIA ANNA BETTY GEORGE HAGEMAN KJ JAIN
JENA KING JULIAN LEHMAN RICHELLE LERACH MELINDY & ADAM LEWIS CRAIG MCGAW AUGUS BRITCHELL ELIZABETH MOORE STEPHEN MEMETH LARRY D'ZURBER JOHN ROLAC REGINA K. SCURRY NICOLE SHANAHAN
JON & SUSAN SHEYBERG ADAM STAS WIS SMITH IAN SOMERHALDER TARA & BRIAN SVIBEL PRODUCED BY REBECCA TICKELL JOSH TICKELL BILL BENENSON AND DARIUS FISHER
WRITTEN BY JOSH TICKELL REBECCA TICKELL AND JOHNNY D'HARA DIRECTED BY JOSH TICKELL AND REBECCA TICKELL

WWW.KISSTHEGROUNDMOVIE.COM



Love, Woody

At Home

Outdoors

KISS THE GROUND

WINNER OF 75 AWARDS AND COUNTING...



KISS THE GROUND RELEASE STATS

161,419 Watched

the Kiss the Ground Q&A with Woody Harrelson

100,000 “Found their Path”

in the Movement at KisstheGround.com

14,000 Downloaded

the Kiss the Ground Purchasing Guide

3,500 Downloaded

the Kiss the Ground Middle School Curriculum

2,500+ People

signed up to become regenerative gardeners

2,000+ Schools

signed up to get the free KTG Educational Cut

2,500+ Farmers

signed up for the KTG Regen Ag 101 Waitlist

1 BILLION
GLOBAL MEDIA
IMPRESSIONS

OVER
10 MILLION
VIEWS ON
NETFLIX
(ESTIMATED)

150+
POSITIVE
ARTICLES
& REVIEWS

OVER
10 MILLION
TRAILER VIEWS

75
MAJOR FILM
FESTIVAL
AWARDS
& COUNTING





KISS THE GROUND HAD AN UNPRECEDENTED GLOBAL IMPACT

IN ONE YEAR SINCE THE MOVIE PREMIERED:

22 MILLION ACRES are now In Transition to Regenerative

ENGLAND'S GOVERNMENT Shifted UK Farm Bill to Regenerative Ag

KISS THE GROUND PLAYED for the US House Ag. Committee

WHOLE FOODS & OTHERS to back "Certified REGEN" label by 2023

REGENERATIVE FOOD Set to Outpace Organic by 25-50% in 5 years

NESTLE, DANONE AND PEPSI INVESTED OVER \$3B into Regenerative Ag

OVER 100 CITIES Adopted San Francisco's Compost Program in the film



DRIVE-INS,
GREEN CARPET
PREMIERES &
SUPPORTERS





melimelofood Kiss the ground 🍏
 Hebben jullie de inspirerende docu @kissthegroundmovie al gezien? Zeker doen! 🍏 #kisstheground #kissthegroundmovie #biologischeten #biologischtuinieren #seizoensgroente #seizoensfruit #documentaire #biologischkoken

Brazil



drbronnsergermany The solution to climate change is right under our feet: regenerative organic agriculture!
 The must-see film, Kiss the Ground Movie, is finally available to stream on Netflix.
 Get ready to feel hopeful & inspired.

Germany



nordicbeets • Follow
 Helsinki
 Inspired by @kissthegroundmovie, we decided to give a bit of love to our ground. We emptied our compost over our naked soil and cover it to protect it from rain and the frost coming up. 🌱 We still harvested coriander seeds, carrots, spinach and of course, kale. There are still some weeks of growth ahead of us before the winter preps.

Finland



Australia



thefermentary • Follow
 Melbourne, Victoria, Australia
 Did you watch Kiss the Ground last night? 🌱 Microbes in our soil, in us and on us, in our foods (ferments) and all around us all need nurturing: so level up - teach, share and connect for a wider and deeper understanding of how our soil and food systems work so we can start to heal. 🍏🌱🍏 we all need to be spreaders of microbial love.

166 likes



Sweden



40kvmstuga • Follow
 Härmösand, Sweden
 Har ni missat "kiss The ground" på Netflix så rekommenderar jag verkligen att kika på den. 🍏
 Vill du ha hoppet tillbaka vad gäller klimaten? Då är den här dokumentären helt underbar! Jag känner att det faktiskt finns saker att göra för att få ev framtida barnbarn att ha en dräglig livstid.

67 likes



Netherlands



slowfoodamsterdam • Follow
 We weten meer van Mars dan het leven recht onder onze voeten!
 Wist je bijvoorbeeld, dat een theelepeltje grond evenveel leven bevat als mensen op onze planeet? 🌱 Slechts 1% van dat leven is nog maar in kaart gebracht ...
 Tijd om aandacht te besteden aan dát deel van onze aarde dus, dat het meeste leven voortbrengt en een voorwaarde is voor onze toekomst: onze bodem.
 Twee bekende deskundigen nemen je mee in twee inspirerende masterclasses, op zondag 18 juli bij De ...

24 others

Like



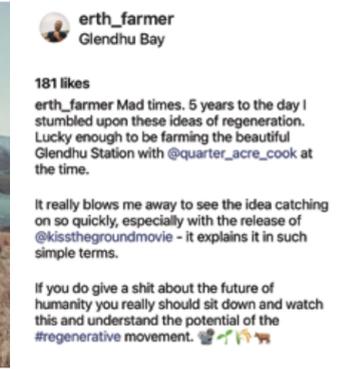
Brazil

luiz.navarrojr Ativismo:
 "...qualquer doutrina ou argumentação que privilegie a prática efetiva de transformação da realidade em detrimento da atividade exclusivamente especulativa freq. subordinando sua concepção de verdade e de valor ao sucesso ou pelo menos à possibilidade de êxito na ação"

Save the world!! 🌱🍏🍏🍏🍏🍏



New Zealand



erth_farmer
 Glendhu Bay
 181 likes
 erth_farmer Mad times. 5 years to the day I stumbled upon these ideas of regeneration. Lucky enough to be farming the beautiful Glendhu Station with @quarter_acre_cook at the time.
 It really blows me away to see the idea catching on so quickly, especially with the release of @kissthegroundmovie - it explains it in such simple terms.
 If you do give a shit about the future of humanity you really should sit down and watch this and understand the potential of the #regenerative movement. 🍏🌱🍏



cs_home_gardening .
 初収穫
 ラディッシュ×3
 それぞれの個性が素敵な野菜達です。葉っぱの部分も柔らかくて、さっそくお昼ご飯になりましたとき。
 #kisstheground #kissthegroundmovie

Japan



United Arab Emirates



theplants_dxb Feeling so blessed to have a garden in this day and age. Been spending a lot of time sitting and reflecting in it whilst staying home. Nature is not only great for mood but plants obviously have the integral job of reducing carbon in our atmosphere. I've been reading up a lot about this recently and highly recommend the @kissthegroundmovie on @netflix for more on how regenerative farming can seriously slow down climate change. We just need governments and corporates to act!
 ###
 #voteforchange #votefortheclimate #kissthegroundmovie

73 likes

NOVEMBER 5, 2020

Add a comment...



France

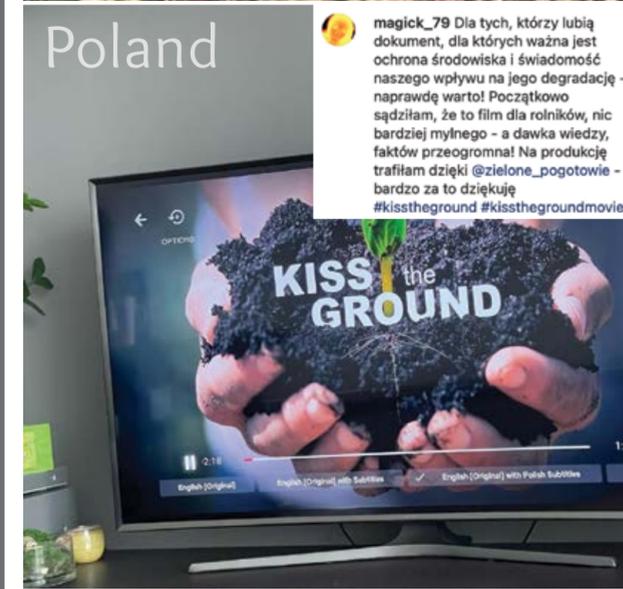


cosmocefrance « Si l'on veut prendre soin de nos cultures, nous devons prendre soin de nos sols » Le documentaire @kisstheground met en évidence le lien si particulier qui lie le sol et les plantes ainsi que notre impact sur cet écosystème dont nous dépendons. #kisstheground #kissthegroundmovie #cosmocefrance #agroecology #agroecologia #soil #suelo #natureza #planetearth #farmers #agriculture #goinggreen #earthfriendly #sustainable #ecofriendly #organic #bio #nature #regenerativeagriculture #healthysoil #terroir #carbon #lovetheearth #climate #lovetheplanet

44w

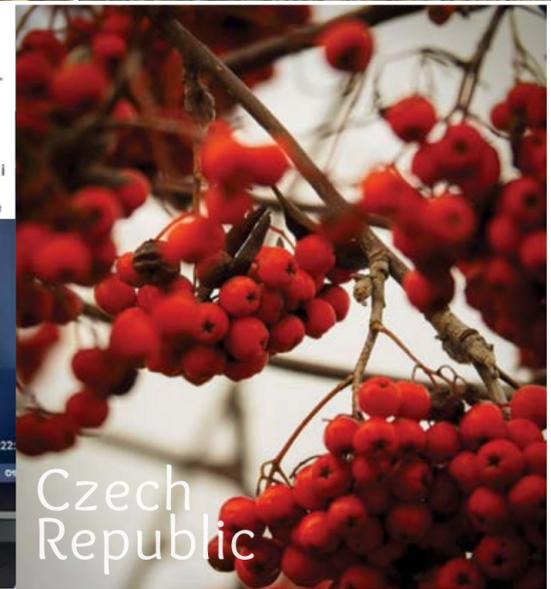
Liked by kisstheground and 45 others

DECEMBER 18, 2020



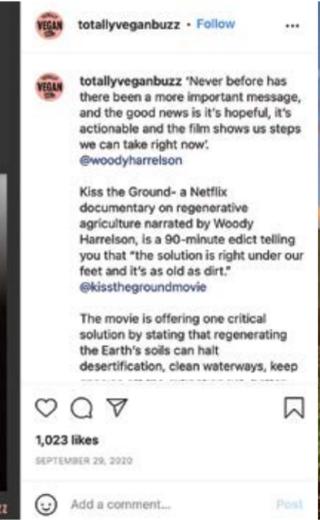
Poland

magick_79 Dla tych, którzy lubią dokument, dla których ważna jest ochrona środowiska i świadomość naszego wpływu na jego degradację - naprawdę warto! Początkowo sądziłam, że to film dla rolników, nic bardziej mylnego - a dawka wiedzy, faktów przegromna! Na produkcję trafiłam dzięki @zielone_pogotowie - i bardzo za to dziękuję
 #kisstheground #kissthegroundmovie



Czech Republic

89 likes
 wickedandclever We took a walk yesterday. Since it's always already dark after we finish with work, it was one of the rare moments when I was able to seize some proper autumn 🍂.
 However, seeing housing development of other villages slowly coming to out doorstill is mostly frightening. Enraging, too, but mostly frightening. It feels like our mayor is the only one sane in a world that went completely mad. We cannot afford to build houses, garages and warehouses on our most fertile land. If you haven't watched @kissthegroundmovie on Netflix yet, please give it a chance. It is a beautiful and well made document about the mess we made which also stresses that not everything has to be lost yet. It is a beautiful prologue to changes that must be done. And we could be the driving power of such changes. 🍏
 Have a wonderful Wednesday and thank you for reading! 🍏



Kiss the Ground Movie
January 28 · 🌐

Friends, we are excited to announce that the educational version of our award-winning documentary "Kiss The Ground: For Schools" has been released for free to millions of children and teachers across the world! <http://kissthegroundmovie.com>

This version contains new scenes not in the feature film, including a series of interviews with Rosario Dawson, and featuring Tony Tenfingers, a Lakota Elder, who shares the importance of the once-prevalent buffalo to Native American peopl... See more



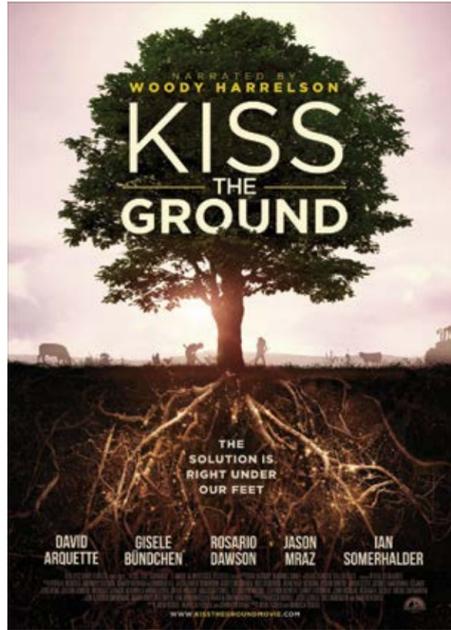
1,337,707 People reached
30,117 Engagements

7.5K
311 Comments 2,887 Shares

Performance for your post
1,337,707 People Reached

13,778 Reactions, Comments & Shares

7,887 Like	6,358 On Post	1,529 On Shares
1,893 Love	1,468 On Post	425 On Shares
11 Haha	11 On Post	0 On Shares
39 Wow	30 On Post	9 On Shares
6 Sad	6 On Post	0 On Shares
8 Angry	7 On Post	1 On Shares
845 Comments	419 On Post	426 On Shares
3,108 Shares	2,887 On Post	221 On Shares
16,339 Post Clicks		
2,574 Photo views	2,104 Link clicks	11,661 Other clicks



**Rotten
Tomatoes**

KISS THE GROUND

2020, Documentary, 1h 25m



88%

TOMATOMETER



99%

AUDIENCE SCORE
500+ Ratings

CRITIC REVIEWS FOR *KISS THE GROUND*



It's dense but nutritious. The science is explained in simple terms with plenty of visually striking graphics and animation.

September 25, 2020

Kevin Crust
Los Angeles Times
★ TOP CRITIC



A frenetic but ultimately persuasive and optimistic plan to counter the climate crisis.

September 22, 2020

Natalia Winkelman
New York Times
★ TOP CRITIC



This is a fascinating film, but more importantly, it's a convincing one.

May 24, 2021

Bilge Ebiri
Spirituality & Health
★ TOP CRITIC



The argument that they make is inspiring and thorough.

September 29, 2020

Wade Major
FilmWeek
(KPCC-NPR Los Angeles)



Thoughtful docu addresses solutions to soil erosion crisis.

January 20, 2021

Brian Costello
Common Sense Media



A refreshingly positive and practical guide to climate change and something we can actually do to combat it immediately.

October 26, 2020

Graeme Tuckett
Stuff.co.nz



Climate Change is definitely real and this proves it while encouraging and teaching the human race how we can save the earth and save ourselves. Should be watched by every living human being!

October 11, 2020

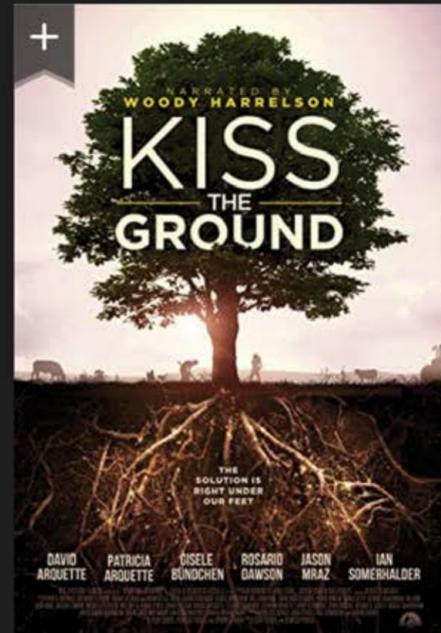
Carla Renata
The Curvy Film Critic

Kiss the Ground



IMDb RATING **8.3/10**
6.1K YOUR RATING [Rate](#)

2020 · 1h 24min



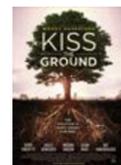
Play trailer 2:30

Documentary

Watch on Netflix with subscription

Add to Watchlist

A revolutionary group of activists, scientists, farmers, and politicians band together in a global movement of "Regenerative Agriculture" that could balance our climate, replenish our vast water supplies, and feed the world.



Kiss the Ground (2020)

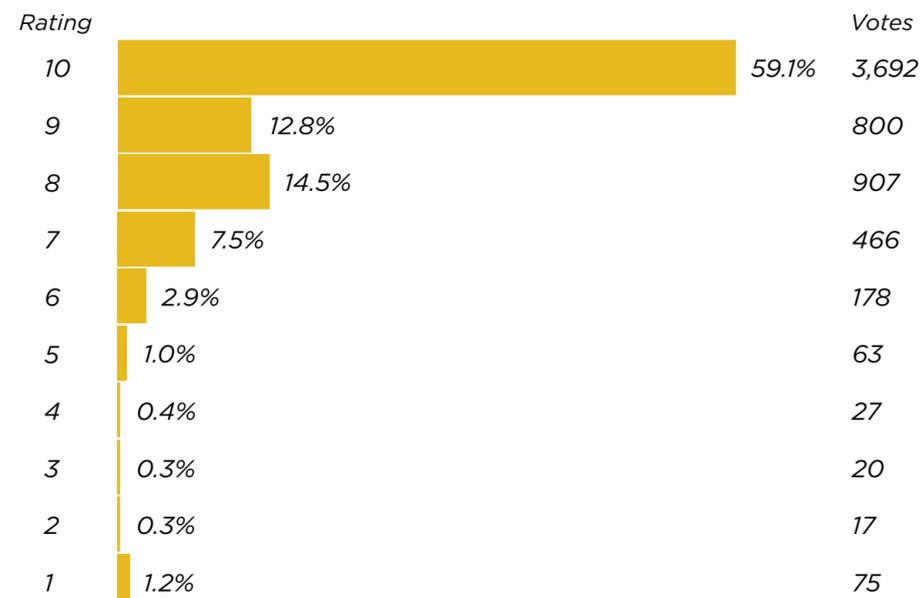
User Ratings

★ 8.3 ☆ Rate

IMDb Users

6,245 IMDb users have given a *weighted average* vote of 8.3/10

Arithmetic mean = 9.0 Median = 10



★ 10/10

Loved this movie

[nathangibson21](#) 27 January 2021

This film truly had something for everybody. Beautiful cinematography, descriptive interviews, and an overarching goal that its audience could transmit into reality. Upon completing this movie, I was thrilled to discover the organization Kiss the Ground is actively carrying out the mission of the film by spreading its message across the world. Those who watch this film are sure to move forward with a stronger faith in humanity's ability to blossom thanks to the insightful solutions it provides.

★ 10/10

A must see

[kiahevans-79972](#) 27 May 2021

Kiss the Ground is like a promising love letter to planet Earth. With the bright minds of scientist, farmers, and even some celebrities, they show us the reality on which we face in our near future. In comparison the documentary also introduces solutions ranging from daily tasks to yearlong projects. Who knew that the solution to global warming has been right under our feet the entire time? We can use soil to naturally decline CO2 levels and store the gas back in the soil! I have always believed that we would need a fancy machine to save our climate, but after watching this documentary I now know that there is genuine hope for our home. The best part is anyone can participate by composting old food scrapes or by planting a tree. If you want to be enlightened and discover hope for our future, then stream Kiss the Ground on Netflix.

★ 10/10

Empowering and Entertaining

[shalynmcnett](#) 15 September 2021

Stunning visuals, uplifting music, and optimistic voices from around the world unite in Kiss the Ground to give audiences hope for the future. This documentary effectively utilizes celebrity activists, such as Woody Harrelson and Ian Somerhalder, along with scientists, farmers, and experts to advocate for regenerative agriculture. Not only would this solution reverse global warming, but it can replenish fresh water sources, reverse extinction, and reconnect humanity with nature. The mixing of passionate voices with research truly makes Kiss the Ground an empowering and entertaining documentary.

‘Kiss the Ground’ Review: Regenerating Hope for the Climate

An optimistic climate documentary narrated by Woody Harrelson argues for the healing power of soil, which could offer a solution to the climate crisis.



Conner Jones, a permaculture farmer and rancher, in the documentary *Kiss the Ground*.

The actor Woody Harrelson narrates the documentary *Kiss the Ground*, a frenetic but ultimately persuasive and optimistic plan to counter the climate crisis. Streaming on Netflix, the film makes a case for the healing power of soil, arguing that its capacity to sequester carbon could be the key to reversing the effects of climate change.

Directed by Joshua Tickell and Rebecca Harrell Tickell, whose credits include other socially conscious documentaries such as *The Big Fix* and *Pump*, *Kiss the Ground* takes a wide-ranging

approach. The film begins by examining how tilling and the use of pesticides have led to soil erosion, and then traces the damage done to our ecology, health and climate. The filmmakers find a solution in regenerative farming, an ethical practice designed to restore degraded lands and facilitate carbon drawdown.

Traveling around the world, the directors frequently employ juxtaposition to showcase the beauty of soil health. In North Dakota, a regenerative rancher stands at the boundary between his lush acreage and his neighbor’s denuded farmland; footage of the Loess Plateau in China before and after restorative methods reveals how dust bowls can become a Garden of Eden.

Pedagogic sequences about science and agriculture are punctuated by short profiles of celebrities involved in climate activism, including Jason Mraz, Patricia Arquette, and Ian Somerhalder. They lend a friendly face to the fight for climate solutions, and like Harrelson as our narrator, their intermittent presence serves to ground the documentary as it zips from topic to topic.

But the film’s arguments, which largely hold water, dry up when it comes to politics. Releasing *Kiss the Ground* weeks before an election seems pointed. Yet the Tickells are vague in their indictment of the United States, lamenting the country’s absence from climate initiatives without naming names. The Trump administration feels like the elephant in the room. It is an awkward snag in a film that, elevated by stirring imagery, inspires a rare feeling of hope.

‘Review: ’Scuse me while I ‘Kiss the Ground’: How soil might be Earth’s climate change savior

With climate change back on the front burner so to speak, dirt is probably not the hero you were expecting. The documentary *Kiss the Ground* makes the case that by regenerating the Earth’s soils, we can balance the climate, replenish the water supply, keep species off the extinction list and better feed the world. Not bad for less than 90 minutes.

The film begins by painting a dire picture of the present situation, with narrator Woody Harrelson expressing his doubts about the future. The film, however, is actually optimistic that by using existing solutions, humans can not just halt climate change but reverse some of its effects.

There are small things we can do as individuals: eating a more plant-based diet, composting and applying the bigger principles to our own small gardens. But the big sell is regenerative agriculture, which offers an economically viable virtuous cycle of healthy soil, plants, water and skies, in stark contrast to the vicious cycle of industrial agriculture, which relies on additives, pesticides and government subsidies and depletes the land at unsustainable levels.

Regenerative agriculture can be applied anywhere in the world and reverse the effects of desertification through no-till systems, crop diversity, planned livestock grazing and biosequestration — the process of capturing and storing carbon in plants, microbes and other organisms. Zimbabwean ecologist and farmer Allan Savory reports that using livestock to reverse desertification is scalable to 2/3 of Earth’s land at an extremely low-cost.

According to scientists, soil experts and activists, drawing down atmospheric carbon to replenish the earth is possible right now. But in the same way renewable energy faces opposition from fossil fuel lobbyists and politicians, regenerative agriculture is



blocked by Big Ag. Soil scientist Ray Archuleta and rancher Gabe Brown both travel the country evangelizing for these practices but run into farmers who are resistant to change and getting them on board becomes a social problem and an education issue.

Celebrities such as Gisele Bündchen, husband Tom Brady, Jason Mraz, Ian Somerhalder, Patricia Arquette, David Arquette and Rosario Dawson add their voices and varying degrees of wattage to the film. All get their hands dirty and bring real passion, but it’s the experts that have the most impact.

If this all sounds like eating kale to you and you don’t like kale, take a breath. First, you probably just haven’t had kale prepared properly. Second, *Kiss the Ground* is the good kind of kale. It’s dense but nutritious. The science is explained in simple terms with plenty of visually striking graphics and animation.

In a few decades, you may literally be thanking the ground you walk on for saving the planet. And then you can think back and realize that directors Josh Tickell (*Fuel*) and Rebecca Tickell gave you a glimpse of hope during a dark time.

FAST COMPANY

09-22-20

Netflix's regenerative agriculture doc 'Kiss the Ground' aims to be climate-skeptic-proof

'Kiss the Ground' unpacks the science and historical context behind regenerative agriculture—and why the health of our soil is of the utmost importance.

BY KC IFEANYI

Earlier this year, the World Economic Forum hit a grim milestone: For the first time in the history of its Global Risks Report, the top 5 issues were all related to environmental concerns.

From extreme weather events to biodiversity loss, climate and ecological issues have become a complex web with a number of contributing factors linked to a mix of misinformation, lack of education, outright apathy, and geopolitical drama. But where there's a multilayered problem, there's often a multilayered solution—and one that's been gaining attention recently is regenerative agriculture.

Regenerative agriculture is a catchall phrase for farming and grazing practices that are aimed at supporting biodiversity within the soil. The general idea is that enriching the soil will lead to more carbon sequestration, i.e. pulling CO2 out of the atmosphere and into the soil.

Several companies including Patagonia and Stonyfield Farm have already made regenerative agriculture a key part of their business practices. But there's still a long way to go in efforts of scalability—let alone educating the public (and farmers) about its benefits.

One step toward that goal is the new documentary *Kiss the Ground*.

Directors Josh and Rebecca Tickell have spent the last seven years tracking regenerative agriculture and unpacking the science behind it. The doc also gives ample historical context to how the world's soil has degraded to such drastic levels, tracing the early causes to industrial agriculture and the widespread use of pesticides following World War II.

Of course, even a whisper of climate change conversation can trigger an immediate breakdown in logical discourse, particularly as the topic has become even more divisive over the course of the Trump administration.

But Josh insists that they've made an apolitical doc in covering their ground with interviews from scientists, farmers, and climate activists.

"You've got two different ways of looking at this issue from two different political standpoints: From the right, this is an issue of economics, jobs, farmers, and food. And from the left, this is an issue of climate, and ecological and human health," he says. "None of those perspectives are incorrect, and what's missing in the current political conversation is the importance of soil health being this keystone that can address all of these different issues."

"It'd be so easy to just jump in there and blame each other and who's [at] fault—and that's part of what has had us stagnate," Rebecca adds. "We wanted to make sure that the message was something that would be unifying. What we have is something that people from any part of the world from any political view can find something relevant to them in. It's really a message for everyone because we really are all in this together."



From left, Kiss the Ground directors Rebecca Tickell and Josh Tickell

Forbes

SEP 21, 2020

Every New Movie Coming To Netflix This Week

By TRAVIS BEAN



KISS THE GROUND

Plot summary: Science experts and celebrity activists unpack the ways in which the earth's soil may be the key to combating climate change and preserving the planet.

Kiss the Ground stars Bill Benenson, Gisele Bündchen, Pamela B. Green, Joshua Tickell and Rebecca Harrell Tickell. The movie was directed by Joshua Tickell and Rebecca Harrell Tickell.

Kiss the Ground will be available to stream on Netflix on September 22.

CIVIL EATS

New Soil Documentary Promises a Powerful Solution to the Growing Effects of Climate Change

The makers of 'Kiss the Ground' explain how our actions to improve soil and food in the next 20 years will shape a thousand years of human civilization.

BY VIRGINIA GEWIN
SEPTEMBER 22, 2020

This story is part of *Covering Climate Now*, a global journalism collaboration strengthening coverage of the climate story.

For many, the fires raging across the West have brought home not only the realities of climate change—but the urgent need to restore the land. For this reason, the filmmakers behind the new documentary, *Kiss the Ground*, released globally on Netflix today, are hoping that the burgeoning movement to restore soil health will give their audience a reason to hope.

Narrated by actor Woody Harrelson, the film offers a timely overview of how regenerating crop and ranchlands is one of the best ways to clean waterways, halt desertification, and perhaps most important—draw carbon out of the atmosphere and store it in the Earth, a crucial step towards reversing climate change. Seven years in the making, the star-studded documentary from Big Picture Ranch filmmakers Josh and Rebecca Tickell, *Kiss the Ground* shines a light on scientists'

sobering projections—including that roughly two-thirds of the world is turning to desert, which could yield up to 1 billion refugees by 2050. But the take-home message is empowering rather than terrifying: The way we grow food can be an environmental solution instead of adding to the looming catastrophe.

The film is a piece of a multi-pronged effort to encourage farmers to transition to regenerative practices such as growing a diversity of plants, keeping roots in the soil at all times (i.e., growing cover crops between cash crops), composting, and grazing cattle on perennial forages.

The Kiss the Ground non-profit organization was co-founded by Los Angeles-based Finian Makepeace and Ryland Engelhart. Makepeace, a singer-songwriter, says learning that healthy soils can mitigate climate change in 2013 was life-altering.

the poster for *Kiss the Ground*, a documentary about farming and soil health “We decided to commit our lives to spreading the word that humanity can turn the corner,” Makepeace told *Civil Eats*. “Regenerating farmland offers an option to reverse the damage we’ve done.”

To that end, the organization has a variety of resources on their website. A Farmland Program aims to train 5,000 farmers to adopt regenerative practices by 2025 by offering mentorship, soil testing, and financial assistance. A Stewardship Program aims to educate and empower a team of regenerative agriculture advocates to spread the word. Since 2018, Makepeace and his colleagues have helped train over 2,500 soil advocates from over 25 countries.

Josh and Rebecca Tickell spoke to *Civil Eats* about their hopes for the film, the work they did to perfect its visual messaging, and the urgency of the current moment.

What spurred you to take on this topic?

Josh Tickell: We had already made three films on oil, and we were looking for something that was more exciting and easier to put into a movie format, yet still had an environmental focus. A couple of our friends—including Ryland Englehart—started talking to us about carbon sequestration. We weren't convinced after watching a very

dry scientific presentation on the topic, but the more we learned about how soil is a central piece of climate, water, and biodiversity, it became clear that we should do this.

What is the target audience and what do you want them to walk away with?

Rebecca Tickell: We want soil to go mainstream. We want to close the information gap and show people that soil offers an opportunity to drawdown atmospheric carbon emissions and reverse desertification. In addition to the original documentary, we've made two shorter versions of the film for two target demographics—school children and farmers. We want society to move from being paralyzed by inaction to empowered to help agriculture make this transition.

What kind of feedback have you gotten from farmers?

Rebecca: My dad, who was, until recently, a corn and soybean farmer in Ohio, loved the film. He did not use regenerative practices beyond rotating his crops. He, like many, stopped farming because it was no longer profitable. He was the fourth generation of farmers in our family. We may not agree politically on issues like climate change, but when we dig down, we agree that spraying chemicals on food affects human health. We are carrying on the family tradition here on a five-acre avocado and citrus hobby farm that uses regenerative practices.

Most farmers I've talked to want to improve their soil, but there are barriers that make it difficult. And they

The Tickell Family. (Photo credit: Fancy Free Photography)



definitely get sick of being blamed for all of society's environmental ills. How do we create a better system together?

Josh: We've essentially created a system that is more or less paying farmers to go out of business. That sounds crazy. Through the commodity crop insurance program, we've locked farmers into a cycle of demanding high yields for more or less three crops on soil that is

degrading very rapidly. We know the inputs needed for those three crops are growing faster than the rate of increase for yield per acre. The only way to stay ahead in that game is to get bigger.

But there is another system; it will require risk and experimentation. Often times, it's more attractive to slow boil to death in what is known rather than take a risk. It's no fault of farmers; it's human nature. We've become comfortable and complacent with systems that are killing American farms. We need farmers and consumers to pull on levers together to create a fulcrum able to change the system.

I interviewed Rattan Lal recently, and he has calculated that plants and soils could sequester up to 330 gigatons of carbon, effectively one-third of the legacy carbon in the atmosphere. Do you worry that regenerative agriculture's potential impact may be oversold?

Josh: *There are two dangers—oversimplifying the fact that fixing soil will fix the climate or not going forward with a solution that has so much potential. Dr. Lal is an extremely accomplished scientist, but other researchers we spoke to think even more sequestration is possible. Even if regenerative agriculture offers one-third of a solution, it's still much better than anything else we've got. Let's regenerate a billion acres and see where we end up. We're going to err on the side of optimism.*

What was the most powerful moment to film?

Rebecca: *A magical moment was when we visited Doniga Markegard at Markegard Family Ranch in Half Moon Bay, California. Our children had milk squirted in their mouths and got to play in an amazing treehouse featured on HGTV. Unfortunately, fires in California burned down that treehouse. We have been witnessing the real-time effects of climate change—which makes the importance of each of the messages in our film that much stronger. It's high stakes. We have images in the film of climate refugees. On a personal level, after this year's record number of fires, I feel like we are all connected.*

I liked how you used carbon bubbles to visually demonstrate soil emissions and carbon capture throughout the film. Can you describe some of the stylistic decisions you made?

Josh: *The carbon bubbles were inspired by our partner on the film, the Center for Food Safety, which came up with that basic idea based on another film with Michael Pollan. Once we had that building block, we had to develop visual language to convey legacy carbon and what drawdown would look like. No one had drawn a reverse carbon curve before. We sat at environmentalist Paul Hawken's kitchen table and, after a few hundred revisions, and consultation with dozens of soil scientists and farmers, we turned it into something people could understand.*

What do you hope the film achieves?

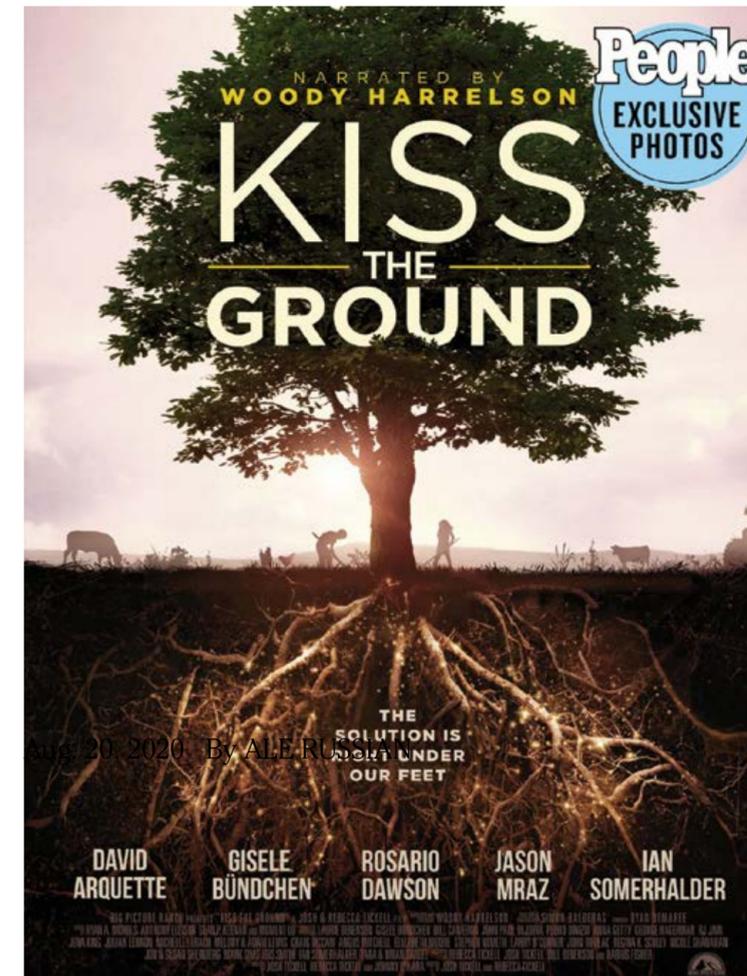
Josh: *Beyond the fact that more people understand that soil is awesome, we want viewers to feel empowered to take immediate action and feel confident that we can do something to tackle climate change. Ultimately, we hope to take regeneration into a global context, see a billion acres regenerated—and even achieve global cooling.*

Any final thoughts?

Josh: *When the U.S. entered the last dust bowl, the USDA sent their best soil scientists and archeologists to figure out how to have permanent agriculture. That was the mission. Walter Lowdermilk and colleagues traveled around the world to determine the factors that allowed cultures to persist. The result was a report called, "Conquest of the Land through 7,000 Years." Essentially, there are two possibilities for civilization—to be here or not.*

We're currently at a turning point in a civilization-level conversation. The choices we make around soil and food in the next 10 to 20 years will determine the next thousand years of human civilization. Do we want a dry rocky desert or verdant biodiverse ecosystem that produces healthy humans? To achieve the latter, it's time to get serious about soil.

People **EXCLUSIVE**



Woody Harrelson, Ian Somerhalder, Gisele Bündchen Tackle the Planet Crisis in *Kiss the Ground*

A new documentary is relying on star power — and hope! — to highlight a new way to tackle the planet crisis.

Kiss the Ground, narrated by Woody Harrelson and directed by Rebecca and Josh Tickell, promises to go against the grain and be a nature documentary that “will leave you feeling hopeful.” That’s because it follows an innovative way to deal with carbon dioxide.

“There’s so much bad news about our planet, it’s overwhelming. Truth is, I’ve given up,” Harrelson says at the beginning in PEOPLE’s exclusive first look at the trailer, seen above. “This is the story of a simple solution, a way to heal our planet. The solution is right under our feet — and it’s as old as dirt.”

The trailer goes into how destroying soil in agriculture has created an influx of carbon dioxide in the atmosphere.

“To cure our planet we need to cure our soil,” a title card reads, with an expert stepping in to talk about biosequestration, the process of “using plants, trees and techniques of grazing and farming to capture carbon and store it into the soil.”

“We can fix a lot of our climate issue if we bring the CO2 down into a living plant and put it down into the soil where it belongs,” says another.

The message is celebrity approved, with other stars like Patricia Arquette, Ian Somerhalder and Gisele Bündchen and her husband Tom Brady all appearing in the trailer. Jason Mraz and David Arquette appear in the documentary as well.

“We can get the Earth back to the Garden of Eden that it once was by regeneration,” Somerhalder says.

“Our health and the health of our planet are connected,” Bündchen says.

The trailer then ends with a simple promise from Harrelson.

“I’ll make you a deal — I won’t give up, and neither should you,” Harrelson says.

The documentary begins streaming September 22

SFGATE

Entertainment // Movies

Inspiring Netflix documentary ‘Kiss the Ground’: A simple solution to the climate crisis?

Bay Area ranch, waste company featured in ‘Kiss the Ground’

By MIKE MOFFITT
Sept. 21, 2020

Electric cars, wind farms and solar panels alone won't save us.

To cool the Earth — to actually reverse climate change instead of just stopping it — there's one solution that just might work. And it could be our last chance.

That's the message of the inspiring new Netflix documentary “Kiss the Ground” debuting Tuesday, Sept. 22.

“There's so much bad news about our planet, it's overwhelming,” opens narrator Woody Harrelson. “The fear that we're headed for a cliff puts most of us in a state of paralysis. The truth is, I've given up. And the odds are so have you. But what if there was another path?”

The solution, he says, is “right under our feet” — the soil.

When the star of a movie is dirt, one might reasonably wonder who's going to watch it. But directors Josh and Rebecca Tickell make what could have been a dry, technical subject accessible and compelling. Creative graphics are judiciously used to illustrate chemical processes without distracting from the scientists explaining them.

“Kiss the Ground” is about restoring the Earth's degraded land masses, regenerating their soil, and changing how they are farmed and grazed. Once returned to health, soil has the unique ability to “draw down” and sequester vast quantities of carbon dioxide, methane and other gases that are warming the planet.

It's not some untested theory.

“When you talk to people about this great technology that has existed for millions of years that takes carbon out of the atmosphere and stores it safely in the soil, and it's called plants working with soil microorganisms, it seems too simple!” exclaims Kristin Ohlson, author of “The Soil Will Save Us.”

The documentary focuses on two leaders in the regenerative agriculture movement, Ray Archuleta and Gabe Brown. Conservation agronomist Archuleta crisscrosses the country to educate farmers on practices that will keep their soil healthy.

After near bankruptcy from repeated hailstorms and drought, North Dakota's Brown abandoned his conventional farm operation. He turned to regenerative ranching, no-till plowing and crop diversification, and found that he could make more money without government subsidies.

The movie's wide-ranging supporting cast includes a Bay Area holistic rancher and San Francisco's waste collection and recycling company, Recology.

The Tickells' camera follows Doniga Markegard as she explains how her family maintains soil function and health by rotating the paddocks their cattle graze on their 8,000-acre ranch in Half Moon Bay.

“The form of agriculture that we use creates billions of lives in the form of soil microbes, in nematodes and in

Woody Harrelson narrates “Kiss the Ground,” an inspiring documentary about a possible solution to climate change. It begins streaming on Netflix on Tuesday, Sept. 22.



North Dakota farmer turned regenerative rancher Gabe Brown is one of the stars of the Netflix documentary “Kiss the Ground.” He's shown here with his no-till plow, which enables planting without damaging the soil.

grassland birds; all that wildlife is flourishing under an agriculture system versus a tilled crop field which is denude of life," Markegard says.

Recology, meanwhile, is doing its part to invigorate the fields of local growers.

"There are continents and other really large regions that are hit with a double whammy of higher temperatures and drought," says company public relations manager Robert Reed. "This kills soil. This kills life."

"In San Francisco, we're collecting 700 tons of food scraps and plant cuttings per day ... We collect our food scraps, we put them in the green bin, it goes off to Recology's compost facility, we turn it into compost and it gets on a farm. That's a simple solution."

Several celebrities make appearances in "Kiss the Ground."

We get to peek into the Bundchen-Brady kitchen, where Gisele is preparing an organic, nutrient-rich meal for husband Tom, who needs all the nutrients he can get to play professional football at age 43.

Actor Ian Somerhalder (Boone Carlyle on "Lost") visits a holistically managed ranch in Zimbabwe that practices planned grazing to reverse desertification, the process in which fertile land becomes desert.

In Haiti and Uganda, actors Patricia and David Arquette assist communities without sanitation with building and maintaining composting toilets so they can collect and treat their own waste, and use it to rejuvenate their soil.

As wildfires rage across California following the hottest August ever recorded for the Northern Hemisphere, "Kiss the Ground's" debut on Netflix could hardly be more timely. The documentary offers hope in the face of climate-change intractability. But will we follow the path lighted by scientists and regenerative agriculture advocates?

"According to the United Nations, the world's topsoil will be gone in sixty years," says Harrelson, "In other words, unless we find a way to save our soils, we have 60 harvests left."

Your move, human race.

Recology of San Francisco's composting operation has a supporting role in "Kiss the Ground."



Doniga Markegard and her family practice regenerative grazing on her ranch in Half Moon Bay.



Actor/activist Ian Somerhalder (Boone Carlyle on "Lost") confers with "Kiss the Ground" directors Rebecca and Josh Tickell before a studio shot.

“Kiss the Ground” Documentary Signifies Hemp’s Role in Regenerative Agriculture, Climate Change

YES! WEEKLY
THE TRIAD’S ALTERNATIVE VOICE SINCE 2005

By HEATHER COLLINS
September 16, 2020

As wildfires ravage the West, unseasonal snowstorms blanket the Rocky Mountains, and hurricanes pound the South, people everywhere are talking about climate change.

Faced with the reality of a global crisis, hemp industry executives, Hollywood filmmakers, actors, farmers, celebrities, and business leaders collaborated and created KISS THE GROUND. This new full-length groundbreaking documentary gets to the root of the problem, with the solution located right under our feet.

Narrated by actor Woody Harrelson, the film features a star-studded line-up and casts a glimpse of how soil might be the clear answer to sequestering carbon out of the atmosphere and help cool a warming planet. Directed by Rebecca Tickell and Josh Tickell, the documentary features well-known celebrities, such as Ian Somerhalder, Gisele Bündchen, Jason Mraz, and David Arquette.

According to KISS THE GROUND’S Executive Producer, Ian Somerhalder, “We can get the Earth back to the Garden of Eden that it once was by regeneration in agriculture.” KISS THE GROUND is in good hands with Big Picture Ranch, a film studio that strives to change the narrative around critical environmental issues.

Save the Date

The movie, KISS THE GROUND, will be available to the world on Tuesday, September 22, at 6:00 pm PDT, on Netflix. Somerhalder is inviting everyone to view the trailer and spend an evening watching the film to learn more about KISS THE GROUND, the Los Angeles-based nonprofit whose mission is to awaken people to the possibilities of regenerative agriculture.

“There’s so much bad news about our planet. Please share the film with your community and with every friend, co-worker, mother, father, sister, brother, and acquaintance,” says Somerhalder. “We are fulfilling our mission in awakening people to the possibility of regeneration. Together, we can do this. Here we go!”

The Power of Hemp Soil

Hemp business leaders, industry experts, and entrepreneurs publicly acknowledge that hemp could be key in creating solutions to the global climate crisis. “Hemp can be grown more regeneratively as a rotational crop along with cover crops. If you just inject nitrogen fertilizer, though, you miss the point of a better world with hemp. Let’s regenerate with hemp!” said John Roulac, Co-Producer of KISS THE GROUND, Founder of Nutiva, and Founder and Board Member of the Certified Organic CBD brand RE Botanicals.

The Rodale Institute, an organization dedicated to improving humans’ overall health and the planet through organic research, agricultural training, and consumer education, acknowledges that the global “climate crisis is here and regenerative agriculture is the only way to fight it.”

The Rodale Institute is leading research efforts into regenerative hemp, and it applauds the efforts many hemp farmers are making in implementing sustainable farming techniques on their farms. Even though regenerative agriculture is a relatively new concept, the organization works collectively with growers to educate them on the soil carbon solution that further protects farmland for future use.



Watch the Trailer for Ian Somerhalder’s Hopeful Netflix Documentary on Climate Change

By KEISHA HATCHETT

Aug. 21 2020

‘Kiss the Ground’ is an optimistic look at how we can save the planet



As any *Vampire Diaries* fan knows quite well, Ian Somerhalder is extremely passionate about protecting and preserving the environment. The fruit of that fierce dedication is the Netflix documentary *Kiss the Ground*, a hopeful film examining the different ways we can save the planet before it’s too late. Somerhalder dropped the first trailer for the movie on Friday, along with a heartfelt note detailing how proud he is to bring this project to life.

“I have been chomping at the bit to show you this! It took Josh and Rebecca Tickell 7 years to make this film with our extraordinary team,” he wrote on Instagram. “This film is the greatest work of my lifetime and my greatest accomplishment (other than being born and having kids of course) I’ve never been more proud is anything in my life. Ever. You’ll see why. This is a simple solution to literally stop climate change in its tracks.”

Somerhalder also revealed that he shot the first footage for the film nine years ago in Africa with cameraman Geoff Shotz, whom he also worked with on *The Vampire Diaries*.

Per the official description, *Kiss the Ground* “reveals that, by regenerating the world’s soils, we can completely and rapidly stabilize Earth’s climate, restore lost ecosystems, and create abundant food supplies.” The film is narrated by Woody Harrelson and features appearances by David Arquette, Gisele Bündchen, Rosario Dawson, Jason Mraz, and Somerhalder.

RollingStone

'Kiss the Ground', guarda la clip del doc sull'agricoltura generativa raccontato da Woody Harrelson

Il film, che sarà presentato alla 23esima edizione di CinemAmbiente, esplora in modo artistico una soluzione accessibile alla crisi climatica: l'utilizzo del suolo per l'assorbimento del carbonio



1 OTTOBRE 2020

Una buona notizia, per una volta: possiamo invertire il riscaldamento globale. Invece di rilasciare carbonio nella nostra atmosfera che riscalda in modo esponenziale il nostro pianeta, esiste una soluzione accessibile, scientifica e rispettosa dell'ambiente chiamata "Agricoltura rigenerativa", che utilizza i terreni per assorbire il carbonio. Rinnovando la Terra, possiamo stabilizzare completamente e rapidamente il nostro clima, ripristinare gli ecosistemi perduti e creare abbondanti scorte di cibo. Possiamo salvarci da noi stessi.

Rolling Stone - L'alba di un nuovo star system. A parlare sono i documentaristi Joshua e Rebecca Tickell, che con Kiss the Ground raccontano un punto di svolta per la nostra crisi climatica: il suolo. Attraverso le parole di scienziati, esperti e attivisti, il film illustra in modo artistico una soluzione accessibile e relativamente semplice alla più grande sfida dell'umanità ed esplora le potenzialità dell'agricoltura rigenerativa. Girato in cinque continenti, supervisionato da più di cento professionisti, il film è narrato da Woody Harrelson e vede la partecipazione di "eco-celebrities" come Gisele Bündchen, Tom Brady, Jason Mraz, Ian Somerhalder, Patricia Arquette e Rosario Dawson. In testa all'articolo trovate una clip che sintetizza il concetto di assorbimento dell'anidride carbonica da parte del terreno. Utilizzando grafica e immagini avvincenti, insieme a sorprendenti filmati della NASA e del NOAA, il film infatti illustra ad arte come, assorbendo il carbonio atmosferico, il suolo sia il pezzo mancante del puzzle climatico.

Kiss the Ground sarà presentato alla 23esima edizione di CinemAmbiente, il festival di cinema ambientale organizzato dal Museo Nazionale del Cinema di Torino dall'1 al 4 ottobre. Il doc sarà proiettato domenica 4 ottobre, ore 16, Sala Cabiria—Cinema Massimo.

WWD

The Outside View: Navigating 2020's Reality With Optimism

MARCI ZAROFF argues for accepting the "weight" of today and moving forward with optimism.

September 29, 2020

COOLING CLIMATE CHANGE

With a fall season upon us projected to be one of the most climate-intense on record, amid a pandemic, and a government that abandons environmental commitments, individuals and brands have taken it upon themselves to slow the impacts of climate change. One such strategy involves a growing awareness of regenerative agriculture as a climate solution. The ability of the soil to draw carbon out of our atmosphere and back into the Earth, where it belongs, is the focus of a new documentary, "Kiss the Ground," which debuted on Netflix on Sept. 22. Regenerative organic agriculture is good for the quintuple bottom line (people, planet, prosperity, passion and purpose). Carbon-reducing aspects of this holistic farming practice can be implemented today, from farm to finished product — revitalizing our soil, our home, and our lives.



ELLE DECOR

THE NEW FILM 'KISS THE GROUND' WILL HAVE YOU DOING JUST THAT

Carbon farming is the future, says this new documentary timed to Earth Day.

March 13, 2020

By INGRID ABRAMOVITCH

From their picturesque five-acre avocado ranch in Ojai, California, Josh Tickell and Rebecca Harrell Tickell have become darlings of the environmental movement via the award-winning documentaries and feature films they have written and directed with their production company, Big Picture Ranch. These titles include *Good Fortune*, *Pump*, *The Big Fix*, and *Fuel*; for the latter, they drove across the country in a car powered by algae gasoline.



Photo by Mariana Schulze

Now the husband-and-wife team are set to debut their latest film, *Kiss the Ground*, a documentary about the movement to reverse climate change by pulling carbon out of the air and putting it back into the soil. (The film's world premiere had been scheduled for April 22—the 50th anniversary of Earth Day—at the Tribeca Film Festival in New York City, but the festival is currently on hold due to the coronavirus pandemic.) Narrated by Woody Harrelson, *Kiss the Ground* spotlights the environmentalists and farmers who are leading the movement across the globe and features such eco-minded celebrities as Gisele Bündchen, Tom Brady, and Patricia Arquette. (Rebecca Tickell is herself a former actress—she starred in the Christmas movie *Prancer* when she was just nine years old.)

We asked the Tickells about the new documentary and why they think carbon farming can be a powerful tool for reversing climate change.

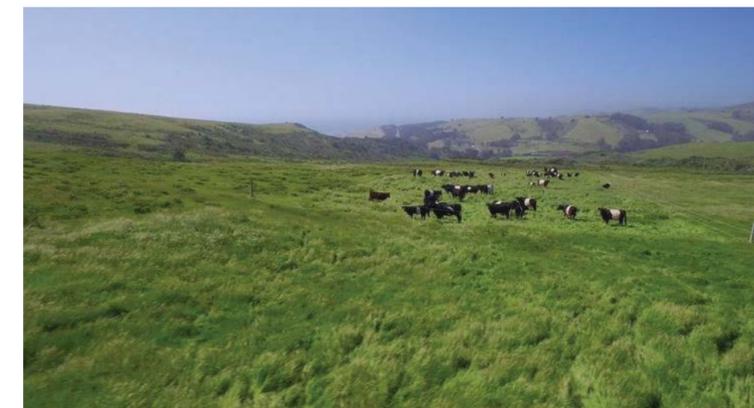
ELLE Decor: Your new film, *Kiss the Ground*, is all about soil. Give me the dirt.

Rebecca Harrell Tickell: In very general terms, the film is about how to reverse global warming. That is the big challenge we face as a species, and we now have a clear, definitive, actionable solution to that problem. Simply put, our soil is the largest carbon “sink,” or rather “sponge,” that we have on planet Earth. So if we can put the carbon that's in the atmosphere into the world's soils, we will begin to solve the climate crisis. What's exciting about this solution is that it is also the basis for alleviating the global freshwater crisis, as well as the global desertification crisis (which is causing mass human migration), and it will stabilize many of the endangered ecosystems across our planet. It can be done in a matter of decades, for a pittance of what governments are already spending on these symptoms today.

ED: What is “regenerative” farming and gardening, in layman's terms?

Josh Tickell: *Regenerate* means to rebuild or to repair the damage that's been done. Just like the human liver and certain other organic systems, ecosystems are self-regenerating. Sometimes organic systems need a jump-start or a catalyst. That's where regenerative gardening, farming, and ranching come into play. These are ways of caring for the Earth using soil-building practices, which actually increase

the carbon- and water-holding capacity of soil and grow more plants (including crops and even lawn grass). Regenerative care generally involves not tilling soil, using organic and/or completely nontoxic pesticides, and growing crops and plants in places where soil would otherwise be bare.



Cows graze on pasture that has been restored with carbon farming.

ED: How big is the regenerative movement? What is the potential?

JT: There are more than 100 NGOs and brands actively engaged in making sure their supply chains are regenerative. Globally we have an estimated several million acres under regenerative care now, but the growth is exponential. We should expect to see no less than 1 billion acres under regenerative care in the next several years, and then it will likely double and double again in a short period of time thereafter. The bottom line is that it is more profitable per acre to farm, ranch, or garden this way, so even though this has many ecological benefits, the ultimate driver will be positive economics.

ED: Gisele Bündchen and Tom Brady, the singer Jason Mraz, and other celebrities are featured in the film, and Woody Harrelson narrates. How did you get such high-profile personalities involved?

RHT: Along with Ian Somerhalder and Patricia and David Arquette, they are all advocates for the *Kiss the Ground* movement. If we want to live on this beautiful planet as a caretaker species and hand a bountiful ecological legacy to our children, regeneration is the key. That's why this movement has such varied voices and is growing so quickly. It just makes sense on every level.

ED: Give me three ways we can all make our homes *Kiss the Ground*-friendly.

JT: Composting is something almost everyone can do—even if you live in an apartment. There are compost kits that fit almost every type of kitchen, so that's a great place to start. Beyond compost, every lawn in America can become regenerative by first removing toxic sprays like Roundup, which is a known carcinogen. Using different types of seeds (instead of just one type of grass) can make a lawn healthier and more robust. Another big way to regenerate the Earth is to eat food that comes from regenerative agriculture. The best way to know if your food is regenerative is to ask your local farmer at a farmers' market. Organic is just the baseline; ask if they till their farm. Since so much of the organic food out there today grown is in a monocrop system that is denuded of life, regenerative food has much more nutrient density and is grown in healthy soil that is generally not tilled or sprayed with toxic chemicals. We vote with our dollars every time we buy food.



Singer Jason Mraz in his vegetable garden in 'Kiss the Ground'.

ED: You live on an avocado ranch in Ojai, where you make environmental films. How did you develop that focus? Are you sequestering carbon on your ranch?

RHT: We bought a monocrop avocado orchard that has taken us eight years to restore. It had been so heavily sprayed that it took several years to even see our first weeds. Now it's a lush food forest with a variety of perennials and good weeds that regenerate the soil and help our pollinators. But it's still a work in progress. We moved here from Los Angeles to raise our family: Our five-year-old is Athena, and

our three-year-old is Jedi. They both think of themselves as protectors of Mama Earth, and they love nature and eating food that we grow.

ED: Josh, your book *Kiss the Ground* is about the food we eat. Is there a *Kiss the Ground* diet? What would it consist of?

JT: A regenerative diet is a mostly vegan diet; it reduces the consumption of meat to about one-third of what we are consuming today. But most important, if we do choose to eat meat, it needs to come from a regenerative source that improves the quality of the soil and is humanely killed. Animal integration back onto our farms is a critical step that we must take, the way that nature intended.

ED: Rebecca, you are a former actress. How has that background helped in your work as an environmental activist?

RHT: Starring in *Prancer* at an early age taught me that films have the power to deeply move people, and even to change the world. I have always been committed to making films that stir consciousness and connect people to our beautiful planet.

ED: In 2009, you drove across America in your car, the Algaeus, the first vehicle to be powered by algae gasoline. Do you still drive it?

JT: Driving that car was incredible! But now we have great electric-vehicle options that don't burn any fuel. We have two electric cars and a big solar array that powers them.



Gisele Bündchen in her kitchen in a scene from 'Kiss the Ground'.

NERDS & BEYOND

Ian Somerhalder's Documentary 'Kiss the Ground' Heading to Netflix in September

Aug. 25, 2020
By ALAYNA

Ian Somerhalder, best known for his roles on *The Vampire Diaries* and *Lost*, has waited a long time for the release of the new Netflix documentary *KISS THE GROUND*. The highly anticipated project, created by filmmakers Josh and Rebecca Tickell, takes a closer look at climate control and how we can change the way we treat our planet, along with exploring actions we can take to stabilize the Earth's climate, restore ecosystems, and replenish food supplies. This informative documentary features amazing graphics coupled with incredible footage from NASA and NOAA, which illustrates the effects of drawing down atmospheric carbon and that soil is the missing element to climate control.

Ian made his excitement public on his Instagram stating: "This film is the greatest work of my lifetime and my greatest accomplishment (other than being born and having kids of course) I've never been more proud is anything in my life. Ever. You'll see why. This is a simple solution to literally stop climate change in its tracks." He also mentioned that some of this film was shot in Africa almost nine years ago while he was still working on *The Vampire Diaries*, along with cameraman Geoff Shotz.

The documentary is narrated by Woody Harrelson, and along with Ian Somerhalder there are appearances by David Arquette, Jason Mraz, and Rosario Dawson.

