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Strathmore Presents
MICHAEL POLLAN
IN DEFENSE OF FOOD: THE OMNIVORE'S SOLUTION
America's Leading Voice on Food Industry Opens Strathmore's 2011-12 Speaker Series

NORTH BETHESDA, MD – Acclaimed food writer, activist and “liberal foodie intellectual” (*The New York Times*) Michael Pollan takes aim at nutritionism as he explores food consumption and the industry that surrounds it in the first engagement of Strathmore's 2011-2012 speaker series on Wednesday, October 26, 2011 at 8 p.m. in the Music Center. After the demolition of the Food Pyramid in favor of the USDA's new Food Plate and just in time for families to ditch their Halloween candy, Pollan explores the theory of nutritionism, its flawed science and its dire impact on Western health. In making a case for more basic, natural foods rather than “edible, food-like substances,” Pollan candidly reveals the industrialization of agriculture and highlights the growing national movement to renovate the food system. For more information or to purchase tickets, call (301) 581-5100 or visit www.strathmore.org.

For the past 20 years, Pollan has been writing books and articles about the intersections of the human and natural worlds: food, agriculture, gardens, drugs and architecture. He is the author of the bestsellers *In Defense of Food: An Eater's Manifesto* and *The Omnivore's Dilemma: A Natural History of Four Meals*, which was named one of the 10 best books of 2006 by *The New York Times* and *The Washington Post*. It also won the California Book Award, the Northern California Book Award, the James Beard Award for best food writing, and was a finalist for the National Book Critics Circle Award. Pollan's previous book, *The Botany of Desire: A Plant's-Eye View of the World*, was also a *New York Times* bestseller, received the Borders Original Voices Award for the best non-fiction work of 2001 and was recognized as a best book of the year by the American Booksellers Association and Amazon.com. PBS premiered a two-hour special documentary based on *The Botany of Desire* in fall 2009. His most

recent book is *Food Rules: An Eater's Manual*, which was an immediate #1 *New York Times* bestseller upon publication. An expanded, illustrated edition of *Food Rules* will be published in November 2011. He is also the author of *A Place of My Own* (1997) and *Second Nature* (1991).

A contributing writer to *The New York Times Magazine* since 1987, Pollan's articles have received numerous awards, including the James Beard Award for best magazine series; the John Burroughs prize; the QPB New Vision Award; the 2000 Reuters-IUCN Global Award for Environmental Journalism; and the Humane Society of the United States' Genesis Award. In 2009 he was named one of the top 10 "New Thought Leaders" by *Newsweek* magazine. In addition to publishing regularly in *The New York Times Magazine*, his articles have appeared in *Harper's*, where he served for many years as executive editor, *Mother Jones*, *Gourmet*, *Vogue*, *Travel + Leisure*, *Gardens Illustrated* and *The Nation*. He was also chosen by *Time* magazine for the 2010 Time 100 in the Thinkers category.

In 2003, Pollan was appointed the John S. and James L. Knight Professor of Journalism at UC Berkeley's Graduate School of Journalism, and the director of the Knight Program in Science and Environmental Journalism. In addition to teaching, he lectures widely on food, agriculture and gardening.

Pollan shares the stage during Strathmore's 2011-2012 speaker series with NPR's Terry Gross on Friday, February 3, 2012 and with Lily Tomlin on Sunday, February 26, 2012.

About Strathmore

Strathmore is an established arts presenter and cultural destination that nurtures art, artists and community through creative and diverse programming of the highest quality, and is home to the Music Center at Strathmore, a 1,976-seat concert hall and education complex. The Music Center at Strathmore is located at 5301 Tuckerman Lane in North Bethesda, MD, one half-mile north of the Capital Beltway and immediately adjacent to the Grosvenor-Strathmore station on Metro's Red Line. For those attending a ticketed performance at the Music Center at Strathmore, parking in the Metro garage is complimentary with your ticket.

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Strathmore is supported by a grant from the Maryland State Arts Council, an agency dedicated to cultivating a vibrant cultural community where the arts thrive. An agency of the Department of Business & Economic Development, MSAC provides financial support and technical assistance to non-profit organizations, units of government, colleges and universities for arts activities. Strathmore is also supported in part by the Arts and Humanities Council of Montgomery County.

Strathmore Presents

Michael Pollan

In Defense of Food: An Omnivore's Solution

Wednesday, October 26, 2011

8 p.m.

Tickets: \$35-\$60 (Stars Price \$31.50-\$54)

Music Center at Strathmore

5301 Tuckerman Lane

North Bethesda, MD 20852

For additional information or to purchase tickets, visit www.strathmore.org or call (301) 581-5100.