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NEWS RELEASE

For immediate release – September 10, 2013

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WORLD PREMIERE OF MYSTERIES OF THE DRIFTLESS DOCUMENTARY IN LA CROSSE, WI SEPT. 16

LA CROSSE, Wis. – Follow a team of explorers and scientists as they reveal the majesty and allure of the Driftless Area using a stunning combination of filmmaking and genuine adventure in the documentary *Mysteries of the Driftless* at 7:00 and 8:45 p.m. on Monday, Sept. 16 at the Weber Center for the Performing Arts.

What strange forces spared one isolated region along the Upper Mississippi River from the repeated crushing and scouring effects of massive continental glaciers during the last 1.6 million years? What pre-Ice Age throwbacks survived here in this unique refuge that holds more Native America effigy mounds, petroglyph caves, strange geological features, and rare species than anywhere in the Midwest? A team of science filmmakers explore these questions and more in this captivating new adventure documentary about the Driftless Zone.

The team is led by two award-winning filmmaking scientists: biologist Rob Nelson and geologist Dan Bertalan. They are joined by authors Robert Boszhardt and James Theler, Ph.D., geography professor Jim Knox, and ecologists George Howe, Darcy Kind, Armund Bartz, Tim Yager, and Abbie Church.

Mysteries of the Driftless was created by Mississippi Valley Conservancy in partnership with Untamed Science, a passionate group of scientists, educators, and filmmakers who believe that learning about science should be fun and easy.

The screening will be followed by discussion with several of the filmmakers and scientists involved in the project. It is part of the fall lecture series of the D.B. Reinhart Institute for Ethics in Leadership at Viterbo University. It is co-sponsored by the Mississippi Valley Conservancy. The event is free and open to the public.

Filmmaker Dan Bertalan said, "If there's one thing that impacted me the most in making of this film, is the sheer amount of natural wonders the Driftless has to discover that lay hidden with the region. It's just a matter of knowing where to look and what to look for. In fact, it's almost

embarrassing as a filmmaking scientist living in Wisconsin that I've traveled the Driftless Area for years, just skimming over the veneer, never realizing all the genuine natural and historical mysteries that lay hidden within the ridges and valleys there. And each natural mystery that we tried to unravel during the expedition only generated more questions about what happened here over the past couple million years. This film will definitely open people's eyes with some startling revelations."

Tim Jacobson, executive producer of the film, said, "This is a dream come true. The Driftless Region is the most amazing and beautiful area. The film provides a tremendous opportunity to showcase the natural and archaeological treasures and mysteries surrounding us in the bluffslands region of the Upper Mississippi."

The filmmakers have entered into a two-year broadcast license agreement with Wisconsin Public Television. In addition, they have planned an extensive distribution and screening campaign. Important parts of that distribution campaign are DVD sales, local screenings, noted film festivals and community showings to help recruit more citizens and communities to help save ecosystems within the Driftless Area. Distribution and marketing of the documentary is being coordinated by Visjonær Consulting & Communications, LLC.

In addition to the lead production and science roles of Mississippi Valley Conservancy and Untamed Science, a number of other organizations and businesses are supporting this effort, including the La Crosse Community Foundation, the Franciscan Sisters of Perpetual Adoration, Coulee Region Trout Unlimited, The Prairie Enthusiasts, Riverland Conservancy, Iowa Natural Heritage Foundation, Radisson Hotel La Crosse, Wenonah Canoe, Visjonær Consulting & Communications, LLC, the D.B. Reinhart Institute for Ethics in Leadership, and NewGround, Inc.

More information about the documentary can be found at www.untamedscience.com/mysteries-driftless-zone