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FOR IMMEDIATE RELEASE: September 1, 2009

**FOOD EXPERT AND BESTSELLING AUTHOR MICHAEL POLLAN COMES
TO CAL PERFORMANCES WEDNESDAY, SEPTEMBER 30 AT 8:00 P.M.**

BERKELEY, September 1, 2009—Dispensing his down-to-earth advice about food (eat only things “your great-grandmother would recognize” and limit your intake to “not too much; mostly plants”) author **Michael Pollan** has gained a passionate following. He opens Cal Performances’ 2009/10 Strictly Speaking series when he comes to Zellerbach Hall with a talk titled *The Omnivore’s Solution: Fixing Food from Farm to Fork* on **Wednesday, September 30 at 8:00 p.m.** Pollan is considered the go-to authority when it comes to food, agriculture and gardening, and has been called “a voice of reason” by the champion of locally-grown, fresh ingredients, Alice Waters. Currently serving as the John S. and James L. Knight Professor of Journalism at UC Berkeley’s Graduate School of Journalism, Pollan’s thorough scholarship and entertaining style puts him in high demand. His previous books include *In Defence of Food: An Eater’s Manifesto* (2008); *The Omnivore’s Dilemma: A Natural History of Four Meals* (2006); and *The Botany of Desire: A Plant’s-Eye View of the World* (2001), all *New York Times* bestsellers. He appeared in the documentary film *Food, Inc.* out early this year, and PBS television is airing a two-hour program based on *The Botany of Desire* this fall; Pollan’s next book, *Food Rules: An Eater’s Manual*, will be published in December 2009.

A prolific writer, Pollan blogs and lectures often and is also the author of *A Place of My Own* (1997) and *Second Nature* (1991) and has been a contributing writer to the *New York Times Magazine* since 1987. His writing has received numerous awards, including the James Beard Award for best magazine series in 2003; the John Burroughs prize (for the best natural history essay in 1997); the QPB (Quality Paperback Book Club) New Vision Award (for his first book, *Second Nature*); the 2000 Reuters-I.U.C.N. Global Award for Environmental Journalism for his reporting on genetically modified crops; and the 2003 Humane Society of the United States’ Genesis Award for his writing on animal agriculture. His essays have appeared in many anthologies, including *Best American Essays* (the 1990 and 2003 editions), *Best American*

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Science Writing (2004), and the *Norton Book of Nature Writing*. 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*.

Pollan, who was born in 1955, grew up on Long Island, and was educated at Bennington College, Oxford University, and Columbia University, from which he received a Master's in English. He lives in the Bay Area with his wife, the painter Judith Belzer, and their son, Isaac.

Michael Pollan's talk is presented in association with UC Berkeley's College of Letters & Science's "On the Same Page" program launched in 2006. "On the Same Page" encourages student engagement in rich intellectual dialogues through a variety of activities planned around a central work of art, science, or literature, with the artists making related presentations on campus. This year, the program focuses on Pollan's *The Omnivore's Dilemma*.

TICKET INFORMATION

Tickets for **Michael Pollan**, on **Wednesday, September 30, 2009** at **8:00 p.m.** in **Zellerbach Hall** are priced at **\$16.00**, **\$24.00** and **\$30.00**. Tickets are available through the Cal Performances Ticket Office at Zellerbach Hall; at (510) 642-9988 to charge by phone; at www.calperformances.org; and at the door. Half-price tickets are available for purchase by UC Berkeley students. UC faculty and staff, senior citizens, other students and UC Alumni Association members receive a \$5 discount (Special Events excluded). For more information, call Cal Performances at (510) 642-9988 or visit the Cal Performances web site at www.calperformances.org.

For select performances, Cal Performances offers UCB student, faculty and staff, senior and community rush tickets. Rush tickets are announced two hours prior to a performance and are available in person only at the Ticket Office beginning one hour before the performance; quantities may be limited. Rush ticket sales are limited to one ticket per person; all sales are cash only. Rush ticket prices are \$10.00 for UCB students; \$15.00 for UCB faculty and staff (UCB ID required) and seniors age 65 or older; and \$20 for all other community members.

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Information is available at (510) 642-9988, press 2 for the rush hotline, two hours prior to a performance only.

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CALENDAR EDITORS PLEASE NOTE:

CAL PERFORMANCES PRESENTS

Wednesday, September 30 at 8:00 p.m.

Zellerbach Hall, UC Berkeley Campus
Bancroft Way at Telegraph Ave., Berkeley

Strictly Speaking

Michael Pollan

The Omnivore's Solution: Fixing Food from Farm to Fork

Program: Michael Pollan, author of *The Omnivore's Dilemma* (2006) and *In Defense of Food* (2008), is presented in association with the College of Letters & Sciences' *On the Same Page* program.

Tickets: \$16.00, \$24.00 and \$30.00, available through the Cal Performances Ticket Office at Zellerbach Hall; at (510) 642-9988 to charge by phone; at www.calperformances.org; and at the door.

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