



FOR IMMEDIATE RELEASE

Encinitas Educational Foundation (EEF) – Presents a film documentary **BEYOND MEASURE**, a follow-up film to the award-winning film **RACE TO NOWHERE (2010)**.

DATE/LOCATION: Tuesday, November 10, 2015, La Paloma Theatre, 471 S. Coast Hwy 101, Encinitas

SHOWTIMES: 9:00 AM (\$15) and 7:00 PM (\$20)

TICKETS: <http://www.eefonline.org/beyond-measure>

FILM TRAILER: <https://www.youtube.com/watch?v=m4LTV8jat2o&feature=youtu.be>

EVENT FLYER: http://eefonline.org/wp-content/uploads/2015/09/EEF_Beyond-Measure_Image_Flyer.jpg

From the team of filmmakers that brought us **RACE TO NOWHERE (2010)**, **BEYOND MEASURE (2015)** shines a light on tenacious and cutting-edge alternatives changing school in America.

Where **RACE TO NOWHERE (2010)** achieved national prominence from examining stress among young students from competitiveness and over-scheduling in school and at home. **BEYOND MEASURE** follows public schools across America as educators take matters into their own hands, innovating from the inside by challenging our high-stakes education culture, even at the risk of their own jobs. The film's featured educators are the advance guard in a rapidly increasing national movement to reinvent school.

Notable figures in the film include **Sir Ken Robinson** (international education expert and presenter of the most watched TED talk of all time), **Linda Darling-Hammond** (education advisor for President Obama's 2008 campaign), and bestselling author **Daniel Pink** (*Drive* and *A Whole New Mind*). The film team includes Oscar-winning editor **Jeffrey Friedman** (*Common Threads*) and Executive Producer **Lynda Weinman**, founder of Lynda.com.

The film's release coincides with the release of director Vicki Abeles' new book, also titled **BEYOND MEASURE**. The book examines cultural and educational symptoms of the academic rat race and suggests steps big and small that readers can take to reclaim their schools and children's lives. **BEYOND MEASURE** is available at Barnes and Nobel Booksellers, Encinitas, CA and will be sold during both films showings on Tuesday, November 10th 9 AM and 7 PM.

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Sponsored by Caspersen Group, Coldwell Banker and in partnership with Encinitas Magazine, Barnes and Noble Booksellers – Encinitas, D Street Bar & Grill and The Roxy Restaurant.

Before or after the show gather at D Street Bar & Grill or The Roxy Restaurant just walking distance from La Paloma Theatre. A portion of the night's proceeds will be donated to Encinitas Educational Foundation.

Purchase the book Beyond Measure: Rescuing an Overscheduled, Overtested, Underestimated Generation by the films director, Vicki Abeles at the movie event from a Barnes and Noble Booksellers representative or purchase a copy in-store at Barnes and Noble Booksellers.

During the week of November 9th – November 14th, Barnes and Nobel Booksellers – Encinitas will donate a percentage of the proceeds from the sale of the book to Encinitas Educational Foundation.

Encinitas Educational Foundation is a nonprofit devoted to creating World-Ready citizens by enriching the educational experience for students in the Encinitas Union School District. By connecting Business, Parents and Community, EEF builds partnerships and fundraising opportunities to overcome school district fiscal restraints. Funds generated support Visual and Performing Arts Science, Technology, Foreign Language, Wellness and Environmental Programs to create world-ready students.

Contact

Melissa Wadley-McGhee

[Encinitas Educational Foundation](#)

101 S. Rancho Santa Fe Road, Encinitas, CA 92024

Email: info@eefonline.org General Admission Tickets: <http://www.eefonline.org/beyond-measure>

Office: 760-944-4300 Ext. 1215 or Mobile/Text 760-580-4281

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