

# TAPPED



A film by  
**Stephanie Soechtig**

76 Minutes  
Not yet rated by the MPAA  
Broadcast premiere: TK

**Press Contact:**

Nathan Marcy  
Ken Sunshine

Sunshine, Sachs & Associates  
(310) 275-3222  
[marcy@sunshinesachs.com](mailto:marcy@sunshinesachs.com)

For more information, please visit: [www.tappedthemovie.com](http://www.tappedthemovie.com)

**CREDIT LIST**

Directed by  
Stephanie Soechtig

Co-Directed by  
Jason Lindsey

Produced by  
Stephanie Soechtig and Sarah Gibson

Executive Produced by  
Michael Walrath and Michelle Walrath

Co-Produced by  
Ellen Mai and Jessie Deeter

Cast  
TK

Cinematography  
Michael Millikan

Editor  
Jason Lindsey

Composer  
Jason Brandt

Written by  
Josh David, Jason Lindsey and Stephanie Soechtig

*To start the process of change there is no better tool than curiosity and Tapped certainly asks all the right questions! We need more must-see films like Tapped, in order to inspire the change and solution that our planet so desperately craves.*

- David de Rothschild

*Eye-opening, informative and incredibly important for you to see...Tapped is another example of realizing film's potential to inspire. This is a passionate documentary, well-executed from engaging and intelligent voices who will inform and entertain you with their movie. See it!*

- Ben Lyons, E! Entertainment & At the Movies

### **ABOUT TAPPED**

Is access to clean drinking water a basic human right, or a commodity that should be bought and sold like any other article of commerce? Stephanie Soechtig's debut feature is an unflinching examination of the big business of bottled water.

From the producers of *Who Killed the Electric Car* and *I.O.U.S.A.*, this timely documentary is a behind-the-scenes look into the unregulated and unseen world of an industry that aims to privatize and sell back the one resource that ought never to become a commodity: our water.

From the plastic production to the ocean in which so many of these bottles end up, this inspiring documentary trails the path of the bottled water industry and the communities which were the unwitting chips on the table. A powerful portrait of the lives affected by the bottled water industry, this revelatory film features those caught at the intersection of big business and the public's right to water.

## **ABOUT STEPHANIE SOECHTIG– DIRECTOR**

President, Atlas Films

Director, Producer

Stephanie Soechtig began her career ten years ago producing documentaries for *20/20*, *Primetime Live*, produced for *Good Morning America* covering the 2000 presidential elections and worked with *ABC's* long-form unit to produce "Planet Earth" hosted by Leonardo DiCaprio. She then brought her documentary skills to *Fox News Channel* where she produced network specials for Bill O'Reilly before moving on to produce his daily show, *The O'Reilly Factor*.

Stephanie graduated cum laude with a degree in journalism from New York University. Stephanie joined forces with Michael and Michelle Walrath in 2008 to start Atlas Films.

## **ABOUT MICHAEL WALRATH, EXECUTIVE PRODUCER**

Founder, Atlas Films

Executive Producer

Michael Walrath founded Right Media in 2003. He was CEO of the company before its acquisition by Yahoo! in July 2007. Guiding and following through on Right Media's vision to create a more open, fair environment for online advertising, Mike helped to transform the industry and introduce a new sector: the exchange marketplace. The Right Media Exchange's 145+ members-advertisers, publishers, networks and technology providers-have an equal opportunity to connect directly to new partners, trade more efficiently and bring a new level of control to their businesses.

Mike had a successful career at DoubleClick (and later MaxWorldwide) where he was director of direct marketing and senior vice president of strategy and development. In 2001, he was responsible for the creation of DoubleClick Direct, the company's direct marketing offering. Mike was awarded the Ernst & Young Entrepreneur Of The Year® 2007. He spends his non-business time enjoying his family and an occasional golf game.

He has a B.A. in English from the University of Richmond. Michael co-founded Atlas Films in 2008 with his wife Michelle and Stephanie Soechtig with the goal of creating entertaining films with a social message.

## **ABOUT MICHELLE WALRATH- EXECUTIVE PRODUCER**

Founder, Atlas Films  
Executive Producer

Michelle Walrath is founder and executive director of the Walrath Family Foundation. The foundation is dedicated to having a positive impact on our environment, and furthering awareness of conservation and sustainable practices. The foundation considers the social, economic and health impact of environmental issues, with a special focus on children's health. They seek to help make a difference through education, awareness and direct support of organizations committed to the same issues. In addition to her work with the foundation, Michelle is an active member of the community at Holy Child Academy, where her three children attend school.

Working with a group of dedicated parents, Michelle has helped implement many green, child-safe initiatives during the last 3 years at Holy Child. Michelle has a Master's degree in elementary education and an undergraduate degree from the University of Richmond, where she was a double major in health and women's studies. She also earned a yoga teaching degree and teaches children's yoga classes.

Michelle was born and raised in Long Island, NY, where she lives with her husband and children. As an avid yoga practitioner and environmentalist, she uses her time to teach her family and friends about the importance of our health and the steps we can take to improve both our world and our lives.

Michelle co-founded Atlas Films with her husband Michael and Stephanie Soechtig with the goal of creating entertaining films with social messages. Michelle blogs at: [www.dreaminggreen.wordpress.com](http://www.dreaminggreen.wordpress.com).

## **ABOUT SARAH GIBSON-- PRODUCER**

Sarah Gibson is an award-winning producer whose notable credits include two Sundance Film Festival Competition features; "I.O.U.S.A." in 2008 and "Small Town Gay Bar" in 2006 with Executive Producer Kevin Smith. "I.O.U.S.A.," featuring Warren Buffet and Alan Greenspan was distributed theatrically in August 2008. Gibson has also produced numerous award-winning commercials and music videos including Arcade Fire's "Rebellion (Lies)".

## **ABOUT JESSIE DEETER– CO-PRODUCER**

Co-Producer

Jessie Deeter is a Piedmont-California-based documentary producer whose notable credits include Producer on "Who Killed the Electric Car?," a feature-length documentary that premiered at Sundance, 2006 and was released theatrically by Sony Pictures Classics. In 2007, Jessie served as producer on two stories for Al Jazeera's "Everywoman" strand, "Matchmaking," and "Muslim Youth Camp" looking at Muslim life in America.

## **ABOUT ELLEN MAI– CO- PRODUCER**

Co-Producer

Ellen Mai joins Atlas Films after serving as an Executive Producer for Blue Field Entertainment and producing 11 documentaries for The History Channel including the critically acclaimed "Return of the Pirates," "Soldiers for Hire," "Child Warriors" and the eight-part series "Come Home Alive." She also served as a camerawoman in Afghanistan and Peru for the documentary series "The World's Most Dangerous Places." Ellen is also the Founder and Director of Developing Opportunity, a non-profit charitable organization dedicated to providing education and job training to people in developing countries.

## **DIRECTORS' STATEMENT**

When Michael and I started Atlas Films, we wanted to tell stories, which inspired ordinary people to make social change. As we were brainstorming possible issues, the majority of the ideas we were discussing all focused on water and plastic. And through our research, we discovered the two were inextricably linked. Not only are we in a water crisis in which 2/3 of the planet will be without drinkable water in just 11 years, but multinational corporations are literally pillaging communities around the country for this precious resource and bottling into the very bottles, which contribute the plastic soup in the middle of the Pacific Ocean. Consequently, we decided we wanted to do to bottled water what Al Gore did for energy efficient light bulbs – inspire people to make small changes and minor sacrifices that make a big impact.

*Tapped* is a story of how one person really can make a difference. Each section of the film tells the story of a David and Goliath battle in which a regular person, like you or me, goes up against a big corporation in order to initiate change in the world, and I want people to walk away from this film knowing that they can make a difference.

\* \* \*