



PRESS RELEASE

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Change Food Video Library Launches

New tool allows anyone to find curated videos and even host their own event

Change Food is pleased to announce the official launch of [The Change Food Video Library](#). The Library consists of a growing database of the best short-length videos on various topics in food and farming, including talks from Change Food, The Real Food Media Project, TED, TEDxManhattan and other TEDx events. Videos from other organizations are currently being evaluated. Topics include antibiotics, food waste, food justice, local food, food policy, farmers and much, much more.

Select videos are supplemented with online educational information such as links to other sites, discussion materials, actions and campaigns, and reading suggestions. Eventually, all videos will feature these materials. The Library has also developed an online event guide to help anyone around the world organize and host their own video event, whether it be a lunch time video club or an all day extravaganza.

Online videos are becoming an increasingly influential form of education and advocacy. As reported by comScore's Video Metrix service, in December of 2013, 188.2 million Americans watched 52.4 billion online content videos, compared to 38.7 billion videos in December 2012.

The growing problem with online video is the vast amount of content spread all over the Internet. In 2014, YouTube reported that 300 hours of new videos were uploaded to the site every minute, three times more than the year before. This is leading to confusion over where to find quality content that is accurate and up to date.

The [Change Food Video Library](#) is clearing up this confusion and brings a valuable new resource to the food movement. Visit today!

For any questions or inquiries, please visit the [Change Food website](#).

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