

# The Yes Men Fix the World: One of Several NJ Premieres

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A Review by  
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When it comes to the films being screened at the 2009 Cape May Film Festival, we've always said you can't see them at the theater or on television (or on DVD!)—but several of the films at this year's Festival you couldn't have even seen in New Jersey before this November 20-22, 2009. There are world premiere films being showcased this year and NJ firsts as well.

Among the New Jersey premieres are the fantastic short films, “And One for the Organizer” and “Plane Face,” as well as the feature “Strongman” (which we featured in an earlier “Movie Spin”). In this edition, we will focus on the documentary “The Yes Men Fix the World,” a true story about two political activists (Andy Bichlbaum and Mike Bonanno) who pose as top executives of giant corporations. They lie their way into big business conferences, major network news to pull off the world's most outrageous pranks. It opened to a packed house at Sundance, and has just been nationally distributed—but it has never played in New Jersey until now.

Andy poses as a Dow Chemical spokesperson on the BBC News and announces that Dow will clean up the site of the largest industrial accident in history, the 20-year old chemical catastrophe at Bhopal, India. The result: as people worldwide celebrate, Dow's stock value loses two billion dollars. People want Dow to do the right thing, but the corporation denounces the hoax. Subsequently, at multiple conferences, the two try to wake up their corporate audiences to the truth, and in the process taking on some of the world's biggest and baddest corporations. For example, posing as Exxon executives Andy and Mike demonstrate a new biofuel made from climate-change victims.

According to the filmmakers: “On their journey, the Yes Men act as gonzo journalists, delving deep into the question of why we have given the market more power than any other institution to determine our direction as a society. They visit the twisted (and accidentally hilarious) underworld of the free-market think tanks, where they figure out a way to defeat the logic that's destroying our planet. And as they appear on the BBC before 300 million viewers, or before 1000 New Orleans contractors alongside Mayor Ray Nagin, the layers of lies are peeled back to reveal the raw heart of truth - a truth that brings with it hope.”

The Yes Men Fix the World is a brilliant, entertaining, and moving. We are proud to host it at this year's Festival, and can boast that more than ever, if you don't get to the Cape May Film Festival you won't see today's best independent films. Visit [www.capemayfilm.org](http://www.capemayfilm.org) to learn more.