

# WHAT WOULD JESUS BUY?

## Organizer's Kit

### The Action STOP THE SHOPOCALYPSE

*Shopocalypse – noun. (shah-PAW-kuh-lips)*

*The end of mankind from consumerism, over-consumption and the fires of eternal debt!*

1. **Rally friends and family to go see WWJB together.** Find a theater near you at [wwjbmovie.com](http://wwjbmovie.com) and call 877 447 4670 for cheap group tickets.

2. **Submit a video** to the *Use Your Brain: Do the Holidayze Different* campaign.

Are you saying no to the rabid commercialization of the holidays? Tell us what you're doing different this year. Join the NRDC (Natural Resources Defense Council) and Rev. Billy by posting your video on [itsyournature.org](http://itsyournature.org). Check it out! Share your great ideas.

3. **Organize a subversive a sing-a-long!!** Download the Stop Shopping Gospel Choir's *very special* lyrics at [wwjbmovie.com](http://wwjbmovie.com). Find it in the 'Save your City, Save Yourself' tab and head out to your local mall to celebrate the holidays the old-fashioned way.

4. **Use your 'tools'.**

- Blog about what you are doing to Stop the Shopocalypse!
- Send a bulletin to your Friends on My Space
- Invite your Facebook friends to a WWJB group movie night out
- More resources available at [www.revbilly.com](http://www.revbilly.com)

For more information, please email us at [rsvp@warrior-poets.com](mailto:rsvp@warrior-poets.com)

### About the film

From producer **Morgan Spurlock** (*Super Size Me*) and director **Rob VanAlkemade**, "What Would Jesus Buy?" examines the commercialization of Christmas in America while following **Reverend Billy** and the **Church of Stop Shopping Gospel Choir** on a cross-country mission to save Christmas from the Shopocalypse (the end of humankind from consumerism, over-consumption and the fires of eternal debt.) From the humble beginnings of preaching at his portable pulpit on New York City subways, to having a congregation of thousands - Bill Talen (aka Rev. Billy) has become the leader of not just a church, but a national movement.

Rev. Billy's epic journey takes us to chilling exorcisms at Wal-Mart headquarters, to retail interventions at the Mall of America, and all the way to the Promised Land on Christmas Day.

The Stop Shopping mission reminds us that even though we may be "hypnotized and consumerized," we still have a chance to save ourselves this Christmas.

Coming to theaters starting November 16<sup>th</sup>. Check the website for local listings.

**The Shopocalypse is upon us ... Who will be \$aved?**

<http://wwjbmovie.com>

*Change-a-lujah!*