

GLACÉAU  
**vitaminwater**™

THE MEN  
WHO STARE  
AT GOATS

\*\*\* MEDIA ALERT \*\*\* MEDIA ALERT \*\*\* MEDIA ALERT \*\*\*

*the men who stare at goats* premiere party at the  
glacéau vitaminwater house

**who:** george clooney, jeff bridges, director grant heslov, co-director of tiff cameron bailey, peter saarsgard, robert duvall, mena suvari, simone sestito, jason bateman, dana delaney, adam brody, vera farmiga, paz de la huerta, anita briem, richard kind, patricia clarkson, director ruba nadda, tate donavon, peter gallagher, anna kendrick, rachel lefevre, gregory smith, elias koteas, carey mulligan, mtv canada vj nicole holness, project runway canada judge shawn hewson, johnny simmons, jeremy renier and writers jon ronson and peter straughan

**what:** the glacéau vitaminwater house popped up at the toronto film festival for one night only to host the official north american premiere party for *the men who stare at goats* starring academy award® winner george clooney, ewan mcgregor, oscar® nominee jeff bridges and two-time oscar® winner kevin spacey and directed by academy award® nominee grant heslov.

guests were whisked away to the top secret glacéau vitaminwater house party where hollywood's elite mixed, mingled and hydrated in the most stylish and exceptional of surroundings during the 2009 toronto international film festival. classic rock set the mood while custom cocktails inspired by the film were flowing all night.

the "vitaminwater house party starter" starring glacéau vitaminwater mega-c [power-c] kicked start the night. then, guests dabbled in the paranormal with the "cloudburster" using glacéau vitaminwater multi-v [lemonade]. and the four-legged stars of the film made a special appearance on red carpet, posing for photos; no interviews.

the best-dressed bottle of the night was no doubt the glacéau vitaminwater mega-c [power-c]. for the first time in canada's history a bottle of glacéau vitaminwater featured a customized, limited edition label inspired by the film, exclusively available for the one night engagement.

**when:** friday, september 11<sup>th</sup> 2009

**where:** glacéau vitaminwater house

**photos available:**

**wireimage:** <http://www.wireimage.com/GalleryListing.asp?navtyp=gls====390247>

**getty images:**

<http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=editorial&assetType=image&p=vitaminwater&src=standard#>

glacéau vitaminwater, the original from new york, is a great-tasting way to hydrate and get some of the essential nutrients and vitamins we all need each day. for more information visit (insert market url).

*the men who stare at goats* is a quirky dark comedy inspired by a real life story you will hardly believe is actually true. astonishing revelations about a top-secret wing of the U.S. military come to light when a reporter encounters an enigmatic special forces operator on a mind-boggling mission. overture films ([www.overturefilms.net](http://www.overturefilms.net)) will release *the men who stare at goats* in north america on november 6, 2009. for additional press materials on the film, please visit [overturefilms.epk.tv](http://overturefilms.epk.tv).

**press**

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