

Morgan Spurlock Tears Down The Arches

By Iris Wiener

A film that bluntly forces America to acknowledge the golden arches that it cowers beneath, *Super Size Me* pleads with consumers to take matters into their own hands, to not allow themselves to give up years of their lives for the mere moments of tasty pleasure that fast food entails. Director and star Morgan Spurlock takes an in depth look at the psychological, financial, and physical costs of this nation's obsession with fast food.

The film centers on Spurlock's "super sized" experiment- a gorge of McDonald's chow for thirty days. An impeccably healthy man from the start, Spurlock must eat three times per day at a McDonald's restaurant. He can only eat things sold at McDonald's, he must eat everything on the menu at least once, and he must super size his meal only when the option is offered.

The idea for the experiment and the film that ensued came to Spurlock one evening while watching a news clip about two young girls suing McDonald's because of

ments that make Americans the fattest people in the world. And he encourages everyone to do something about it. "I want people to walk out of this movie saying, 'I want to make smarter choices in my life, I need to pay more attention to what I put in my mouth, I need to get a relationship with my food again and think about not only where it's coming from and what it'll do to me next week, next month, next year, I need to get out of the moment of eating this way. I haven't exercised more, I need to accept better responsibility for that, I need to be a better role model for my kids.'" This sentiment comes from Spurlock after the startling conclusions he came to at the end of this venture. "We make bad choices. I think we don't get proper information from a lot of these companies, and at the same point, we're not being educated by our parents or the schools that we go to, and as a result we are making very poor choices. You learn by example and if your parents are bad example, then you're going to be a bad example; if your parents don't eat good food then you're not going to eat good food. We need to start at a very early age setting the right example for kids so that we're helping to build a foundation that will help them build proper eating habits, proper lifestyles, ones that'll help them prosper later in life- and we're not doing that right now."

And since *Super Size Me's* release in

May, it has had a severe impact on consumers and corporations alike. "There was a mother, after she saw the movie, she went to go see the kids' school lunch program to see what the kids were eating. There was a guy who said he hadn't been in a gym in three years, and after he saw the film he joined the gym two days later. There was a father who, after a screening said, 'The movie was so great, and I will try to start cooking more for my daughter. I'm going



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to try because I see that I need to, because my daughter is putting on a little weight, and I just need to try to be a little more involved.' So you hear these things and you just say, 'Wow, here's a film that is already starting to impact people's lives and their perceptions, and their outlook on how they want to live.' And how much more could you ever hope for?"

their obesity. "I'm not a litigious person, I thought it was pretty ridiculous. I thought 'Wow, that's the society we're living in, we're living in a world where we're so litigious, in a country where we'll buy food from someone and eat it, and blame them for what it does to us!' But the more I started hearing about the lawsuits, about the way that this food is marketed to kids at