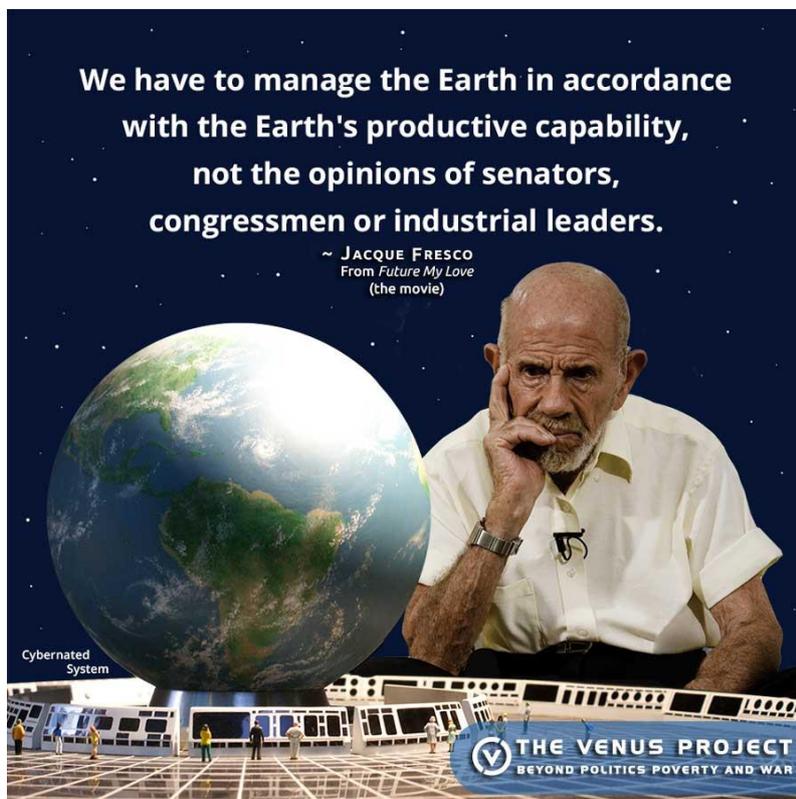


## The Venus Project

The Venus Project proposes an alternative vision of what the future can be if we apply what we already know in order to achieve a sustainable new world civilization. It calls for a straightforward redesign of our culture in which the age-old inadequacies of war, poverty, hunger, debt and unnecessary human suffering are viewed not only as avoidable, but as totally unacceptable.

The plans of The Venus Project offer society a broader spectrum of choices based on the scientific possibilities directed toward a new era of peace and sustainability for all. Through the implementation of a global Resourced Based Economy, and a multitude of innovative and environmentally friendly technologies directly applied to the social system, The Venus Project proposals will dramatically reduce crime, poverty, hunger, homelessness, and many other pressing problems that are common throughout the world today.

Social Engineer, Industrial designer, inventor and the founder of The Venus Project, Jocque Fresco was born in 1916. Having lived through the great depression and World War II, Jocque dedicated his life toward solving problems which occur in the world such as war, poverty, hunger and crime.



Jocque proposes a new holistic economic-social design he calls a Resource Based Economy in which the methods of science and technology are integrated to maximize the quality of life for all people. This Project also introduces a set of practical values to give people a better understanding of our relationship to one another and the environment. One fundamental premise is that we work toward having all the world's resources as the common heritage of all the world's people. It requires the intelligent management of the Earth's resources in order to achieve a high standard of living for the entire global population. Anything less will result in the continuation of the same problems we have today.

Mr. Fresco has been a guest lecturer at many institutions of higher

learning including high profile universities such as Princeton and Columbia University.

Some of Jocque's career highlights includes appearing on Larry King's show 1974.

Shortly after celebrating his 100<sup>th</sup> birthday, Jocque received the award for City Design & Community from the NOVUS summit in conjunction with the United Nations division UN DESA.

Television, newspaper, and magazine coverage on The Venus Project has been worldwide. We would like to invite all the people who are interested in learning more about his work to come to the screening of The Choice Is Ours on the 15<sup>th</sup> February at the Waikato Environment Centre and explore with us an alternative future for mankind.

The Choice is Ours - Free Screening Documentary. Wednesday 15 February, 7-9pm at the Waikato Environment Centre