

7 Ideas for Promoting Your Screening on Social Media

We offer you a variety of links that you can share on your social media platforms (Facebook, Twitter, Instagram, etc) to generate interest in your upcoming screening!

If you have any questions or would like additional assistance, please reach out to the NhRP's Communications Director, Lauren Choplin, at lchoplin@nonhumanrights.org

- [The HBO trailer](#)
- [Clips from Pennebaker Hegedus Films' VIMEO page](#)
- [The New York Times review](#) (We usually highlight the entire last paragraph as a quote or the following: "Part courtroom drama, part rumination on what separates human beings from other animals, the film is above all a sympathetic portrait of an advocate.")
- [Los Angeles Times interview with Steve](#) (lots of good quotes to choose from)
- [Interview with the filmmakers on rogerebert.com](#)
- [Interview with Chris Hegedus](#)
- [Upworthy article about Jon Stewart introducing *Unlocking the Cage*](#) at the Montclair Film Festival (this article's obviously a bit outdated since it refers to a 2016 presidential run, but it's an opportunity to highlight Jon Stewart's quote (not found in the article itself) that the film "made [him] proud to be a primate.")
- NhRP President Steven M. Wise was on the [Colbert Report](#) a few years back, which you could also link to.

- YOUR LOGO -

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: [DATE]

For More Information Contact:

[Name, Email, Phone Number]

(CITY, STATE) **[Your organization]** is proud to announce a public screening of the highly-acclaimed documentary, *Unlocking the Cage*, directed by Academy Award nominated directors Chris Hegedus and D. A. Pennebaker, best known for their films *Don't Look Back* and *The War Room*.

Unlocking the Cage follows animal rights lawyer Steven Wise and The Nonhuman Rights Project legal team in their unprecedented court challenge to break down the legal wall that separates animals from humans. From roadside zoos to courtroom battles, it is an intimate look at a lawsuit that could forever transform our legal system, and one man's lifelong quest to protect "nonhuman" animals.

Unlocking the Cage first premiered in 2016 at the Sundance Film Festival and has been shown at dozens of film festivals across the globe. It premiered on HBO in February 2017.

The event will include a full screening, followed by a panel discussion and Q&A. Refreshments will be provided.

Who: [Your organization, list of any speakers]

When:

Where:

To learn more about the film and the Nonhuman Rights Project visit:
www.nonhumanrights.org

[Boilerplate information about your organization with website link]

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N O N H U M A N R I G H T S P R O J E C T

Sample Introduction for Screening *Unlocking the Cage*

1. Introduce yourself, your organization.
2. Thank the venue, any sponsors, and recognize any VIPs in attendance.
3. Present the event's schedule:
 - e.g., 1) Watch the film;
 - 2) Panel Discussion;
 - 3) Q&A afterwards;
 - 4) Refreshments & Petition Signing

4. Sample introduction for *Unlocking the Cage*

Unlocking the Cage first premiered in 2016 at the Sundance Film Festival and has been shown at dozens of international and national film festivals to high acclaim. Since its premiere on HBO in February, organizations like ours have been hosting public screenings across the country with the help of The Nonhuman Rights Project — the group leading the fight to secure legal rights for nonhuman animals.

The film was directed by two award-winning documentarians — Chris Hegedus and D. A. Pennebaker, best known for their film *Don't Look Back*, with Bob Dylan, and *The War Room*, which followed Bill Clinton on his first presidential campaign. *Unlocking the Cage* is similar to their other films, in that it follows an “exceptionally talented and passionate person” who has dedicated his life to a “particular pursuit.”

As Chris Hegedus writes in her Director's Statement:

“For the past three years, we have watched Steve [Wise] as he pursues his lifelong dream of giving animals legal rights. We've seen the countless hurdles he's faced, such as losing his first two chimpanzee plaintiffs, and have been there with him for moments

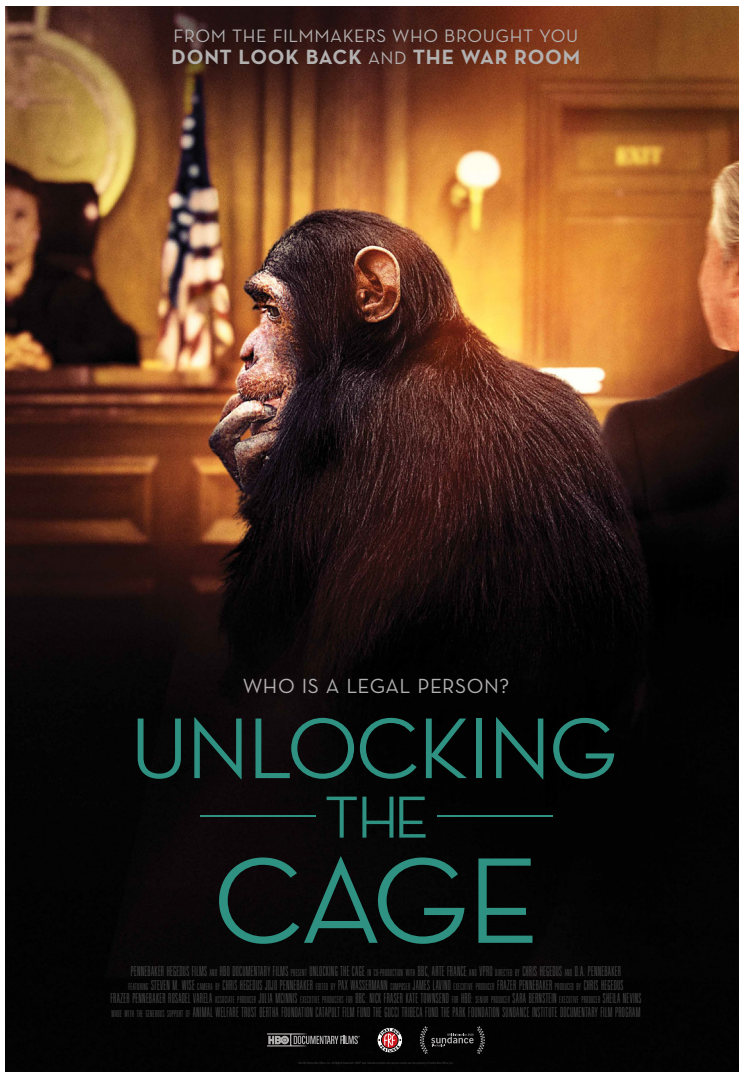
that have moved us in ways we had not anticipated, like when Kanzi the bonobo spoke to us through his lexicon board.”

When we watched the film, we knew it was a topic that would not only be of interest to our community but also a catalyst for action. We, too, were moved in ways we hadn't expected, and hope *Unlocking the Cage* will move you too.

As Jon Stewart of The Daily Show said, the film “made [him] proud to be a primate.” We think it will make you proud to be a primate too.

Join Us for a Movie!

“THOUGHTFUL, COMPELLING & HEROIC!
Made me proud to be a primate.”
~ Jon Stewart



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When:

Where:

Sponsored by:

Program Information:

