

Promotional Guide

Hi there,

Thank you for partnering with *The Story of Plastic*! We're so excited to share this incredible film with your community through our screening tour. Please feel free to tweak any of the language below to best fit your audience.

Digital Film Assets

Key promotional film assets (includes screening tour sign-up form):

Screening Tour Application Form: <http://bit.ly/thestoryofplasticscreening>

Website: <https://www.storyofplastic.org/community-screenings>

Promotional Images: <https://shwca.se/storyofplastic>

Trailer: <https://www.youtube.com/watch?v=37PDwW0c1so>

Screening Tour Promotion

Template promotional language

To invite others to host their own Virtual Community Screening

We are rightfully concerned about the effects of plastic pollution in our global community. To spread awareness of this environmental and human rights threat, I'm participating in the grassroots screening tour of [The Story of Plastic](#), a documentary by The Story of Stuff Project. The film is a seething expose uncovering the ugly truth behind the current global plastic pollution crisis. Striking footage shot over three continents illustrates the ongoing catastrophe: fields full of garbage, veritable mountains of trash; rivers and seas clogged with waste; and skies choked with the poisonous runoff from plastic production and recycling processes with no end in sight. Original animations, interviews with experts and activists, and never-before-filmed scenes reveal the disastrous consequences of the flood of plastic smothering ecosystems and poisoning communities around the world – and the global movement rising up in response.

The Story of Stuff Project is waiving the screening fees for virtual events so you can bring this important documentary to your virtual community, campus, or classroom by hosting a screening: **[INSERT LINK TO INTEREST FORM]**

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Those who sign up to host a screening will receive a digital streaming link of the film, and screening materials to support and promote your virtual event. All you'll need to do is complete a short post-screening host feedback form and agree to at least one of the following:

- To engage on social media at @storyofstuff, @brkfreeplastic, and using #StoryOfPlastic and #breakfreefromplastic
- To take action around the issues in the film by reviewing the Action Guide or partner campaigns on the film website.
- Share at least one image and testimonial from your event(s)

Have questions about hosting a screening? Reach out to mikkel@breakfreefromplastic.org.

To invite guests to your virtual community screening

Hi friend,

I'm emailing to invite you to a [public or private] screening and conversation, happening **[Insert Date & Time]. If already RSVP'd: Thank you for RSVPing for our THE STORY OF PLASTIC screening and conversation [Insert Date & Time]**

As you know, COVID-19 has impacted in-person events taking place this spring. However, we have found a virtual solution. In this unprecedented moment, it's critical to ensure the voices of activists and marginalized communities are heard to stand up to big oil and businesses perpetuating the plastic crisis. Stories and film have a unique ability to bridge divides and bring us together as part of something bigger than ourselves – to connect us and create empathy during perilous times. [The Story of Plastic](#) takes a sweeping look at the man-made crisis of plastic pollution and the worldwide effect it has on the health of our planet and the people who inhabit it

To that end, we hope The Story of Stuff's new film *The Story of Plastic* serves as a tool to foster connection, spark dialogue, and create action.

You are invited to attend a viewing and conversation:

What: The Story of Plastic [95 minutes]

***If already RSVP'd: Streaming Link: [Insert Indee Link]**

[Include panel or moderators]

[Maybe special guests?]

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Who: YOU! Make sure to join the live chat.

When: [RSVP HERE](#)

Film Screening: Available between X Date and X Date

Post-Screening Conversation: TIME [Timezone]

Once RSVP'd, we will share your screening and video conferencing links as well as ways to join the global movement to ban plastics for good.

Thank you. We all greatly appreciate your help - and think you'll love *The Story of Plastic*.

Promoting Your Event

Twitter:

- Imagine a world free of plastic - start the conversation in your community by hosting a screening of #StoryOfPlastic! Sign up here:
- We are excited to be hosting a FREE Screening of the #StoryOfPlastic on [DATE/TIME]! Together, let's #BreakFreeFromPlastic. RSVP here [LINK]
- Missed our screening of #StoryOfPlastic? Sign up to host your own at [INSERT LINK TO INTEREST FORM]
- The #StoryOfPlastic sheds light on Ellen and Elise Gernhart's fight to protect Pennsylvania lands from toxic remnants of natural gas pipelines. Learn about how plastic production could be impacting your community [LINK TO DOCUMENTARY WEBSITE]
- Become a part of the global solution. Join environmental changemakers as they take on the world's plastic crisis and learn how many are taking action in #TheStoryOfPlastic. RSVP here [LINK]
- The looming plastic pile-up can get smaller and smaller as more stand together against plastic overproduction. See how single-use plastics are impacting your community and others around the world in a screening of the #Story of Plastic RSVP here [LINK]

Facebook / Instagram:

- We are excited to announce [ORG NAME]'s screening of #TheStoryOfPlastic - join us to put a stop to plastic pollution on [DATE/TIME]. RSVP here: [LINK]
- Together, let's cultivate a world with zero waste. Join us at our FREE screening of the#StoryOfPlastic on [DATE/TIME]! This film traces the destructive lifespan of plastics across three continents and sheds light on a global movement calling for change. RSVP [LINK]

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- Where exactly do plastics end up once they leave the recycling bin? The #StoryOfPlastic chronicles the many stages of plastic production and the noxious wastes it leaves behind. Host a screening and join the conversation: www.storyofplastic.org/watch

Additional Resources

- For additional sample tweets and posts, see the Social Media Toolkit in the Screening Toolkit.
- For images from the film and promotional graphics for social media, see the folders in the Screening Toolkit.
- For materials to promote your event in local media, see the Press Kit in the Screening Toolkit