[Contact name]

[Email address]

[Phone number]

**AMERICAN FACTORYComes to [Location] As Part of Nationwide Conversation**

*Campaign seeks to increase visibility and build support for a future of work that benefits all people [If there is a well-known speaker coming to your event, adjust the subhead accordingly]*

[Date, City, State] the documentary AMERICAN FACTORY, a Higher Ground Productions and Participant Media presentation of a Netflix Original Documentary, is coming to [location] on [date] as part of a nationwide social impact campaign that aims to seed a conversation around the dignity of work for all people and bring visibility to the broken compact between workers and employers. Hosted by [individual(s)/organization(s)], the screening and panel discussion will bring together members of [community] to explore a future of work to benefit all people, not just the few at the top.

AMERICAN FACTORY, the new film from Academy Award®-nominated directors Steven Bognar and Julia Reichert, documents the revitalization of one long-shuttered factory. The film provides a startling glimpse into the global economic realignment playing out in towns and cities across the country — and the world.

Through its social impact campaign, Participant Media aims to seed a conversation around the dignity of work and bring visibility to the broken compact between workers and employers, and aims to broaden demand for a future of work that benefits everyone. [Insert local stat if applicable.]

[Insert quote from organization or speaker explaining why this is such an important conversation for your city/town to have, and how the film will help spark action and attention for this issue]

**WHAT:** A special [city/town] screening of the AMERICAN FACTORY documentary and panel discussion focused on the future of work. The event is part of Participant Media’s nationwide campaign aimed at seeing an inclusive conversation about the dignity of work and bringing visibility to the broken compact between workers and employers.

**WHO:** The panel will feature [name, title]. [List any other special guests].

* [Bullet out panelist names and titles]

**WHERE:** [Location]

**WHEN:** [Date and time]

**Press contacts:**

*Local press:*

[Insert]

*Participant Media:*

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**About Participant Media:**

Founded by Chairman Jeff Skoll and under the leadership of CEO David Linde, Participant Media ([www.participantmedia.com)](about:blank) combines the power of a good story well told with real world impact and awareness around today’s most vital issues. Through its worldwide network of traditional and digital distribution, aligned with partnerships with key non-profit and NGO organizations, Participant speaks directly to the rise of today’s “conscious consumer,” representing the well over 2 billion consumers compelled to make meaningful content a priority focus.

As an industry content leader, Participant annually produces up to six narrative feature films, five documentary films, three episodic television series, and more than 30 hours of digital short form programming, through its digital subsidiary SoulPancake. Participant’s more than 100 films, including *Wonder*, *Contagion*, *Lincoln*, *The Help*, *CITIZENFOUR*, RBG, *Food, Inc*., and *An Inconvenient Truth,* have collectively earned 73 Academy Award® nominations and 18 wins, including Best Picture for *Spotlight* and *Green Book* and Best Foreign Language Film for *ROMA* and *A Fantastic Woman*. Participant’s digital division, SoulPancake ([www.soulpancake.com](http://www.soulpancake.com/)), is an award-winning provider of thought-provoking, joyful, and uplifting content including such widely popular series as *Kid President* and *The Science of Happiness* and reaches an audience of over 9 million fans. Follow Participant Media on Twitter ([@Participant](https://twitter.com/Participant)) and on [Facebook](https://www.facebook.com/ParticipantMedia) and [Instagram](https://www.instagram.com/participant/). Follow SoulPancake on Twitter ([@soulpancake](https://twitter.com/SoulPancake)) and on [Facebook](https://www.facebook.com/soulpancake) and [Instagram](https://www.instagram.com/soulpancake/?hl=en).

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