**FOR IMMEDIATE RELEASE**

[DATE]

Contact:

[NAME]

[PHONE NUMBER/EMAIL]

[YOUR GROUP] to Host Special Screening of SPLC Documentary

on Selma Voting Rights March in [TOWN]

*Film Examines the Role of Students, Teachers in Voting Rights Movement*

[CITY, STATE] – [YOUR GROUP] will host a special screening [DAY] of the Southern Poverty Law Center (SPLC) documentary *Selma: The Bridge to the Ballot*, the true story of the 1965 Selma-to-Montgomery voting rights march.

The film will be screened at [TIME AND LOCATION]. [WHY YOUR GROUP IS SCREENING IT/ADDITIONAL EVENT DETAILS.]

“[QUOTE ABOUT WHY PEOPLE SHOULD SEE IT.],” said [NAME], a spokesperson for [YOUR GROUP]. “[ONE TO TWO SENTENCES ABOUT WHAT YOUR GROUP HOPES TO ACCOMPLISH WITH THIS EVENT.].”

Narrated by Academy Award-winning actress Octavia Spencer, the documentary by the SPLC’s Teaching Tolerance project tells an important story not touched on by the Hollywood feature – the true story of the forgotten heroes of the fight for voting rights, the courageous students and teachers in Selma, Alabama, who stood up against injustice despite facing intimidation, violence and arrest.

By organizing and marching bravely, these activists achieved one of the most significant victories of the civil rights era – passage of the Voting Rights Act of 1965. The film is a powerful reminder that each person has the ability to bring about social change.

Despite this victory, only about six in 10 eligible citizens exercised their right to vote in the 2012 presidential election. That means approximately 90 million voters did not cast ballots. Voter turnout dropped to a 72-year low in 2014. A key to increasing voter turnout is encouraging young people to vote. Research shows that when young people vote, they are more likely to vote later in life – helping to ensure a new generation of active and engaged voters.

The film is the eighth classroom documentary produced by Teaching Tolerance. Four previous films have been nominated for Academy Awards, and two – A Time for Justice and Mighty Times: The Children’s March – have won the Oscar® in the short documentary category.

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