



SPREAD THE WORD ABOUT YOUR SCREENING OF THE GENIUS OF MARIAN

Below are some tips to spread the word about your screening online.

TWITTER

Let your Twitter followers know about your screening. Please be sure to link to *The Genius of Marian* in your tweet.

E.g. @GeniusOfMarian is a remarkably personal look at the impact of Alzheimer's on family.
<http://vimeo.com/42894949>

E.g. Come see @GeniusOfMarian with us this Saturday. Tix: <http://tinyurl.com/lzlvnuk>

FACEBOOK

Be sure to promote your event on Facebook with regular updates. Please remember to include @The Genius of Marian whenever you post.

E.g. @The Genius of Marian is an intimate look at one family's journey with Alzheimer's. Join us this Sunday at 4pm to see the film and participate in a post-screening discussion. [Include a link to your event web page]

We have a Facebook-ready screening announcement available for download [HERE](#). Just add your details and post the image to your Facebook wall.

If you take any photographs at your event, please be sure to include #geniusofmarian when adding them to your social media sites.

EMAIL

- Personal email invitations have a much higher rate of response than bulk email invitations. Encourage all event organizers to send personalized emails to their networks whenever possible.

- Include an image to make your email stand out. Feel free to attach the screening announcement image available for download [HERE](#).

Sample Email:

"The Genius of Marian is a remarkable film, not only for the obvious affection with which it was made, but as art."

~Indiewire Magazine, April 2013

Dear [NAME OF FRIEND/COLLEAGUE/FAMILY MEMBER],

I'd like to invite you to join me for a special screening of the award-winning PBS documentary, *The Genius of Marian*. The film, which follows one family's journey with Alzheimer's disease, has earned awards at major film festivals and has received support from organizations such as Columbia University and the Sundance Institute.

I'm personally excited about the film because it reveals the personal side of caregiving. It's creative and beautiful and it delves deeply into one family's story of coming to terms with the changes Alzheimer's brings to their lives.

We will be hosting a screening of the film at [YOUR VENUE] at [YOUR TIME/DATE]. After the screening, there will be a panel and discussion with [YOUR PANELISTS NAMES/TITLES].

Please RSVP to [YOUR RSVP EMAIL HERE] by [DATE].

I hope you'll be able to join me. In the meantime, you can find out more about *The Genius of Marian* and watch the trailer at www.geniusofmarian.com.

With best regards,
[YOUR NAME]

WHAT PEOPLE ARE SAYING

Feel free to use the following testimonials about the film in your promotion:

"The Genius of Marian is by far the most meaningful representation of a family's experience with this disease that I've seen (and I've seen a few). Its value as a conversation-starter for families and caregivers cannot be overstated."

~Susan Rowlett, Manager of Care Consultation & Clinical Education, Alzheimer's Association,
Massachusetts/New Hampshire Chapter

*"I had no idea how much I needed to see *The Genius of Marian*. It helped me feel less alone and to remember that Alzheimer's is not a death sentence, but a chance to connect in a new way."*

~Chris Riley, family caregiver for her mother Diane, who was diagnosed with Alzheimer's and FTD in
2009

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