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The Global Film Initiative Expands Film & Discussion Programs in Public Libraries
Global Lens Inside recognizes libraries that use social media to build audiences

San Francisco, CA – September 20, 2013 - The Global Film Initiative announces Global Lens Inside, a new program for public libraries that rewards the creative use of social media to build audiences for award-winning Global Lens feature films. Libraries are selected for participation in Global Lens Inside based on their history of using social media to announce, promote and follow up on programs of cultural interest in their communities. Participating libraries will be granted a full set of films in the Global Lens series, along with discussion guides to support lively discussion of topics arising from characters and stories in the films.

“We’re delighted to see how public libraries are using low-cost marketing strategies to build communities of interest around cultural events,” says Susan Weeks Coulter, Board Chair of the Global Film Initiative. “Global Lens Inside makes it possible for libraries across the country to provide rich cultural programs that bring together the diverse communities they serve.”

Global Lens is the Global Film Initiative’s critically-acclaimed film series. For ten years, the Initiative has presented films that explore characters and stories from countries around the world, including Brazil, Serbia, China, India, Iran, Algeria, Lebanon and Mexico. Libraries participating in Global Lens Inside will screen one or more of the films, provide feedback to the Initiative about the program and how they use social media to build audiences, and add the films to their permanent collections.

Libraries interested in participating in Global Lens Inside should contact the Global Film Initiative for an application, at kathy@globalfilm.org.

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The Global Film Initiative was founded in 2002 as a U.S.-based 501(c)3 organization whose mission is to promote cultural literacy, diplomacy and education through film. Since its establishment, the Initiative has supported hundreds of filmmakers with grants and networking opportunities, and has presented its signature film series, Global Lens, in the U.S. and select international locations via a diverse network of artistic, educational, cultural and diplomatic partners. For more information about the Global Lens film series and Global Film Initiative programs, please visit: http://www.globalfilm.org

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