

STRONG WOMEN

SCREENING TOOLKIT

FOR AUSTRALIA



#STRONGSISTERS

Photo: GWP Lens

'Now I tell myself, Kerryn you are beautiful, you are worthy and you can achieve whatever you set your mind to'.

Kerryn Taylor



WWW.STRONGWOMENDOCUMENTARY.COM

THANK YOU LEGEND FOR HOSTING A SCREENING! YOU ARE CONTRIBUTING TO MAKING 1 MILLION WOMEN PHYSICALLY AND MENTALLY STRONGER IN 2022 - WE ARE SO PROUD OF YOU!

This screening kit is designed to support you in arranging your own screening of the documentary series Strong Women. It will help you to run the event and to expand the audience's engagement with the documentary, including information on issues raised within the series and more broadly around physical activity and mental health. This guide also includes suggested discussion questions and impact activities for a post-screening Q&A.



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IMPACT PRODUCER KRISTINA FOSTER
2021 | AUSTRALIA | 3X30MIN

#STRONG SISTERS

ABOUT STRONG WOMEN

Strong Women series centers around Australia's top female athletes competing in the Strongman sport. Alira, Mari, Kerryn & Leigh share their motivations and experiences. Their physical strength will inspire and shock you, as too will their courage to be vulnerable in sharing their drive to be stronger inside and out.

THE WEEKEND AUSTRALIAN 



Strong Women wears its heart proudly on its sleeve -
which is, in itself an impressive show of strength.

AUDIENCE QUOTES:

“These women are SO inspiring and we need to see more of them. OUTSTANDING”

“Love this doc and all the women. Life changing show!”

DIRECTORS STATEMENT

Our experiences in gyms usually involved cardio exercises and fitness classes and all too often, like many women, we had previously shied away from the weight section, not realizing that strength training is a valuable component of getting healthy and strong.

While filming, we were inspired to find our own strength, embrace our storytelling abilities, and rise to the test through filmmaking. If research tells us that 2 out of 5 women are holding themselves back from playing sports because they feel embarrassed or intimidated (VicHealth), then we have a duty to show women how it is possible to overcome those gender-based barriers.

We are now on a mission. We are deeply driven by the belief that ALL women and girls have the right to boost their confidence, find their physical and mental strength and change their mindset through any physical activity regardless of shape, size or ability.

Strength training is rapidly growing in popularity in recent years in Australia, with an increase in female participation in Strongman sport by more than 500% since 2015. This inclusive sport and supportive environment for women focus on what your body can do rather than what it looks like.

Strong Women, the series, is intended as a catalyst for a much bigger conversation about exercising and its impact on physical and mental health. We set out to challenge stereotypes of what it means to be a Strong Woman, so we created the STRONG SISTERS movement to coincide with the launch of the series aimed at shifting women's perceptions where strength is for everyone and strength is not a size.

Never has there been a more appropriate time to inspire others with positive female role models. We hope their stories will inspire others to embrace their version of strong - inside and out.

Corinne Innes & Alexandra Gaulupeau - Directors / Producers of Strong Women

STRONG WOMEN

PLANNING YOUR SCREENING

1. Determine the objectives of your screening

Consider what do you want to do with your screening:

- Facilitate an in-depth conversation of key themes in the series.
- Build community awareness of the benefits of physical activity, in particular resistance training.
- Fundraise for your organisation or a women's non-for-profit.

2. Identify a moderator or panelists for your screening discussion

*Please note that you can only sell tickets if the screening is followed by a Q&A.

A moderator could be:

- A local journalist or radio / TV presenter.
- A well-known local identity with public speaking skills (inspirational athlete, strongman competitor, women in sports advocate, women's health advocate).
- You!

Invite up to three guest speakers who can join your Q&A, such as:

- Trained mental health counsellor
- Representative from a women's health organisation
- Representative from your local sporting clubs
- Elite female athlete
- Local strong woman or one of the strong women in the series
- Director/Producer of the series
- Strongman participant or other strength sports
- Participants from diverse backgrounds who encounter additional challenges to take on physical activity
- Local journalist or academic who has written about women's participation in sports

Check Facebook group [@StrongwomanAustralia](#) for local athletes or post about your screening there.

3. Approach your moderator/panelists with your purpose

Bear in mind that your panelists may have strong emotional reactions to this film, especially if they personally related with the women's health issues raised. They might need to process their reactions for a moment before discussing the film in front of an audience. If you think this could occur, establish whether there's an opportunity for them to see the film before your screening. Brief your panelists for the types of questions that may be directed to them from your moderator and the audience.

Biographies: Make sure you have biographies for all the panelists that can be used on the night. A few sentences about their involvement with sport and/or women's health will help.

4. Find a location

Ideally a cinema, with a lot of seating, an excellent screen and speakers systems would be best suited to a screening but you can make any space work. Gyms often have space to host a screening if you can organize chairs and a large TV. Make sure to think about sound as well though, so that people in the back can hear clearly with an additional speaker system. And if you can't find a TV, sometimes white walls in the gym work well with a projector - get resourceful!

5. Prepare an Event run-sheet

Create an event 'run-sheet' as early as possible. This is an important planning document that should be distributed to all participants (support staff, cinema staff, panelists, moderator and VIP guest contacts). A template Event Run-Sheet is included in Appendix 1.

6. Post-Screening Q&A (approximately 30 minutes in total)

Role of the MC:

Before the documentary...

- Acknowledgement of country - check with your local council or Aboriginal Land Council to find the correct people and nation to name in your acknowledgement. An example is:
"Our screening is being held on the traditional lands of the [NAME] people of the [NAME] nation and I wish to acknowledge them as Traditional Owners. I would also like to pay my respects to their Elders, past and present, and Elders from other communities who may be here today."
- Introduce the film and remind people to stay afterwards for the 30-minute Q&A.

After the documentary's credits...

- Ask the projectionist (over the microphone) to put up the [impact slide](#).
- Encourage audience participation/action (see below).
- Invite the panelists to the front to take their seats.
- Introduce the panelists (name, role, organisation) using the biographies you have provided.
- Ask interview-style questions of the Q&A panelists (first part of Q&A).
- Manage audience questions (second part of Q&A).
- Wrap up the event on time and (if required) direct the audience to your social gathering.

For the MC: Suggested audience activities:

- Encourage the audience to fill up the audience survey
- Post of photo of themselves at the screening using the hashtag [#strongwomenscreening](#) & [#strongsisters](#) and ask your friends to host a screening.
- Encourage your audience share about the series and to become a role model by inviting the women in their lives to do some resistance training together - tag [@strongwomendocumentary](#)
- Encourage them to donate to the campaign to get more women STRONGER.
- Fill out the [audience post-screening survey](#) (also on the slide).

Sample Audience Questions (for the Moderator)

We urge you to use the questions below to generate positive and meaningful dialogue about the film and the issues it explores. You may wish to invite a trained mental health counsellor to participate in your discussion as some of the themes explored in Strong Women can be emotionally challenging for many people, particularly those who have dealt with depression, eating disorders and addiction.

- How did you feel as you watched Strong Women?
- What was your first reaction?
- Did you reflect on how you feel about your own physical and mental strength?
- Kerryn says “When you feel strong physically, you feel strong mentally as well”. Would you relate to this? If not, is this a feeling you would like to experience?
- The series raised many points about how social media serves up a particular ideal on how a woman’s body should look. How much of an influence do you think it has on how we perceive our bodies and selves? What pressures and problems do you think it create to prevent women to be as strong as they can be?
- How would you define STRONG? How would this be reflected on social media and mainstream media?
- How do you think we can get to a place in society where women feel strong?
- Why do you think women participation in sport and recreation tends to be lower than men?
- In Australia, only 3 in 20 (14%) women are sufficiently physically active and meet the muscle strengthening guideline (ABS 2019a) - Why do you think so few women do strength/resistance training?
- What would women be missing out on by not doing strength training?
- Did you know that strength and resistance exercise takes less time than cardio and can be completed in 20 mins? It can also be done at home with body weight and resistance bands.
- What do you think are the benefits of strength and resistance training? Strength and resistance has many benefits including helping heart health, preventing osteoporosis, improving sleep and there is irrefutable evidence that exercise, including resistance and strength exercise, significantly reduced depressive symptoms among adults regardless of health status.
- Would you say you are sufficiently active? If not, what is preventing you to?
- Would you say your weekly routine includes enough strength/resistance training? Would you like to do more? If so, what barriers are you encountering?
- Do you think appearance is more important to women than it is for men? Why or why not?
- What do you think would help you feel stronger? What do you think you can do to help other women around you feel stronger?
- Could you be a role model for the next generation of women? How?



7. Guest Attendance Sign-In Sheet

Everybody who attends is helping us achieve our goal of getting women stronger! To track how many women are participating in our STRONG SISTERS MOVEMENT.

We'd love if you could get your guests to sign this guest attendance form at your event. We will keep everybody informed with our progress as a valuable member of our movement. We'd love to keep everybody informed about how the STRONG SISTERS MOVEMENT is going! Your attendees will stay up to date with everything happening. Please get your guests to fill in the form and then can you. Once your guests have completed the form, please email it back to: contact@strongwomendocumentary.com.

You can download a [sign-in sheet template](#) or [sign-in spreadsheet](#).

To say thank you for sending this info back to us, we would love to give you a shout-out on our Instagram page. Send us a photo from your event and your Insta handle and we would love to post it.

8. Audience survey

We would love for your guests to fill in a [post-screening survey](#). This is valuable for us to find out what impact the series accompanied by screenings and Q&As can have on viewers and their values and mindsets.

Here is a [link to the survey](#).

10. Prepare a Strongman TRY IT OUT

Contact Mari & Kerryn [here](#), to organise a TRY IT OUT session with [Sisters in Strength](#) for your guests to give it a go. We recommend you encourage your guests to bring friends along to make it more fun!



ADDITIONAL TIPS:

DAY/NIGHT OF YOUR SCREENING

Don't stop promoting until just hours before your screening. Most people decide to attend a movie at the last minute, so don't get discouraged if your guest numbers don't spike until just days before the event. You may like to assign volunteers to greet attendees and coordinate sign-in sheets. Think of them as personal ambassadors for your screening.

Remember to take photos and post to Instagram & Facebook. Tag us @Strongwomendocumentary & use the hashtags #strongsisters #strongwomenscreening so everyone can see them.

PROMOTE YOUR SCREENING

It is important to start engaging your audiences early!

Use the resources in this tool kit to promote your event.

The earlier people find out about your screening the more likely they will be able to attend.

Who can help you get great PR?

- Journalists from your local radio, newspaper and TV news
- Social media community pages and groups - post to the page and message the moderators/admins of local groups. Share your Strong Women Facebook Event throughout your community.
- Be proud of the good work you're doing in hosting this documentary; share with your friends!
- Your MC and panelists - if you're doing a Q&A and your participants are well-known locally, ask them to help spread the word via their professional and social networks. They may also be able to share your media release (see template in Appendix 3).
- Local celebrities who can talk about your cause and join you as an ambassador at your screening.
- Local identities (sports captains, community leaders) who can discuss your screening in influential settings.
- Local gyms and sporting clubs

Social Media

1. Follow [@strongwomendocumentary](#) on Facebook, Instagram and Twitter. Create your Strong Women Facebook Event listing and share it with all your contacts.
2. Share your media coverage and tag [@strongwomendocumentary](#) in your post so we can amplify your reach.
3. It also helps to @tag the publication and the cinema's social accounts in your posts.
4. Use the hashtags [#strongwomenscreening](#) and [#strongsisters](#)

Digital promotions

Arrange to include information about your screening in EDMs (digital newsletters) and on the website (e.g. event listings page) of your organisation as well as local schools, universities, places of worship, clubs and cultural institutions. Be sure to include your ticketing link so people can easily click straight through and book!

Flyers or posters

If you have the capacity to do so, consider printing some flyers locally and distributing them in your community, putting them up in prominent locations. Please contact us at contact@strongwomendocumentary.com.au.

Traditional Media:

If you are holding a larger event and would like some media coverage to help you promote it, you will need to:

1. *Identify media outlets*

2. *Write*

- An email to send out your media release (see template in Appendix 3) and the e-flyer.
- When targeting local media, tweak your release to give it a local angle.
- Be sure to include YOUR contact details and offer your time for an interview!

3. *Send & Call*

Send your email to the editor or head of news introducing yourself, and follow up your email again with a call to check it has been received. Journalists are extremely busy so you might have to reach out more than once!

4. *What's On Sections*

Look out for What's On sections in your areas and send them basic details of your screening. You can find What's On sections in local newspapers, council websites, local radio stations, online news outlets, and city-based event blogs.

Have an idea not listed here? Go for it! You can be as creative as you like to spread the word about your screening of Strong Women.

Final Evaluation

After your event, please fill up this [evaluation form](#), to share information about how your screening went. You can also contact us at contact@strongwomendocumentary.com.au.

Thank you for bringing this important series to your community,
So that we can make Australian women STRONGER!

IMPACT STRATEGY

Every screening helps us make an impact and contribute to the #StrongSistersMovement's mission to enable 1 million Australian women to be stronger. Thank you for helping us achieve this goal! There has never been a more appropriate time to inspire others with positive female role models to feel strong inside and out.

Among the biggest societal problems today, women face elemental issues including depression, addiction, domestic violence to eating disorders. Even more disconcerting, the individual challenges are symptomatic of systemic economic and power imbalances working in tandem. With scientific evidence suggesting being part of a sporting activity improves health & well-being, 49% of young women aged 18-24 years, still report feeling embarrassed about exercising in public (VicHealth) and only 3 in 20 women are sufficiently physically active and meet the muscle-strengthening guideline (Australian Bureau of Statistics). For this reason, this inspiring series couldn't be timely, ensuring all women and girls the possibility to lead life to their fullest potential by engaging in a sport that promotes empowerment, gender equality and inclusion.

NOT JUST A FILM - IT'S A MOVEMENT
#StrongSisters

OUR IMPACT VISION

**WE WANT WOMEN TO GET PHYSICALLY AND MENTALLY STRONG.
STRENGTH IS FOR EVERYONE; STRENGTH IS NOT A SIZE.
1 MILLION AUSTRALIAN WOMEN STRONGER IN 2022**

OUR AIMS

Empower Australian women by encouraging them to:

- Learn how sport can help them build up their confidence, self-worth, health & wellbeing
- See their body for what it can achieve rather than what it looks like or a number on a scale
- Find a supportive community where they feel welcomed to participate in physical activity
- Increase the awareness of the professional support services and resources available

Alleviate stigmas by:

- Activating discussion on women-focused issues of mental health, addiction, violence, and eating disorders
- Sharing personal stories of overcoming challenges to demystify preconceptions and gender stereotypes
- Demonstrating scientific research on the impact of physical activity on the body and the mind

IMPORTANT FACTS & STATISTICS

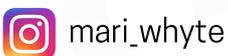
- 1 in 4 Australian women have experienced physical or sexual violence by an intimate partner or emotional abuse by a current or former partner' (Our Watch)
- 1 in 6 women in Australia will experience depression, 1 in 3 women will experience anxiety during their lifetime and 1 in 6 women experience depression during the first year after birth (Beyond Blue)
- Women also experience post-traumatic stress disorder (PTSD) and eating disorders at higher rates than men (Beyond Blue)
- Being active is important for good mental and physical health. This is especially true for women, who are more likely to suffer from depression, low self-esteem and body image issues.
- There is irrefutable evidence that exercise, including resistance and strength exercise, significantly reduced depressive symptoms among adults regardless of health status.
- In Australia, just over 1 in 5 women (22%) do strength or toning activities on 2 or more days. And only 3 in 20 (14%) women are sufficiently physically active and meet the muscle strengthening guideline (ABS 2019a)
- In 2020, women's physical activity levels were more severely impacted than men's, half of Victorian women Exercising less than before Coronavirus and 3 in 4 women stopping sport (VicHealth)

OUR INSPIRING WOMEN



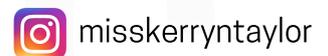
Mariko Whyte
*strongwoman athlete, fire twirler
and strength coach.*

She is passionate about helping people feeling good in their bodies and realising how strong they are. She runs Strongman classes and with Kerryn, she runs empowerment workshops.



Kerryn Taylor
*Strongwoman athlete, powerlifter
and fur mum or Bender.*

She wants to empower women of all ages to step out of their comfort zones and live their best lives! She now does this daily at her female only boutique gym in Geelong.



Alira Verity
*Strongwoman athlete
and Crossfit champion.*

She is passionate about helping people find their tribe, have fun exercising and feeling happy. She runs her own online fitness business and is a CrossFit coach on the Sunshine Coast.



Leigh Holland-Keen
*Strongwoman athlete, nurse
and mum of one*

She heartedly would like to break taboos about birth and is combining her strength experience with medical knowledge to build a postnatal program including exercising and mental wellbeing.



FILM TEAM



Corinne Innes

(Co-creator/producer)

With roots in journalism, Corinne believes that factual storytelling connects us to the power of the masses, the spark of change, and above all raw humanity. Starting out as an editor, she has more than 10 years of experience cutting together documentaries back in Canada. Now living in Melbourne, she has moved into directing & producing documentaries with Strong Women being one of her first series as co-creator and producer.

Alexandra Gaulupeau

(Co-creator/producer)

Alexandra Gaulupeau is a French documentary filmmaker based in Melbourne, Australia.

Trained at Goldsmiths University, London, UK, her graduation film *Life at a Snail's Pace* was selected for the Hot Docs Canadian International Film Festival and features on the National Geographic Short Film Showcase. Alexandra seeks to give voice to the often unheard or marginalized and make an impact by challenging common perceptions of the world.



Ann Megalla (Producer)

Ann Megalla is a broadcast Producer with over 15 years in film, tv, and online production. Ann champions stories that portray the resilience of the human spirit for positive change. She has built a dynamic track record in producing documentary and factual entertainment for leading broadcasters including ABC TV, SBS, The National Geographic Channel (AU), BBC Studios (AU) & Nine Network. Her unique approach to filmmaking integrates multiple disciplines where anthropology, storytelling, and marketing intersect.

Kristina Foster

(Impact producer)

Kristina Foster is a documentarian, creative producer and social impact campaign strategist. In addition to factual productions Kristina has worked on unscripted, TVC, online and radio production for Discovery Channel Asia, Disney Channel, Nine Network, Warner Bros Australia and Mark Burnett Productions.



USEFUL WEBLLINKS

[Strong Women Trailer](#)

[Strong Women Website](#)

[Strongwoman Australia Facebook page](#)

[Strongman Gym Finder](#)



HELPLINES:

Lifeline Tel. 13 11 14

Beyond Blue Tel. 1300 224 636

Maternal and Child Health Line (24 hours) Tel. 13 22 29

PANDA (Perinatal Anxiety and Depression Australia) helpline Tel. 1300 726 306 (M-F, 9am to 7.30pm AEST)

Butterfly Foundation (eating disorders) on 1800 33 4673, 8AM – midnight (AEST), 7 days a week

National Alcohol and Other Drug Hotline on 1800 250 015.

**To donate to the campaign
visit the
Australian Sports
Foundation**



ACKNOWLEDGEMENTS

We would like to acknowledge the many funders who made the series and its impact campaign possible.

SCREEN AUSTRALIA
THE AUSTRALIAN BROADCASTING
CORPORATION
FILM VICTORIA
THE DOCUMENTARY AUSTRALIA
FOUNDATION
THE AUSTRALIAN SPORTS
FOUNDATION

DIANE WEIR
VICKI DITCHAM
JEN COLEMAN
KYLIE RYDER

THE AUSTRALIAN SPORTS
FOUNDATION
FERNWOOD FITNESS
JAIME FIRMAN
JESSICA KIELY
ALISON GREGO

JAINA KALIFA
AINSLEE HOOPER
CLAIRE CHISHOLM
DONNA LOU
JACOB SMITHENBERG
GREG STANWICK
MEGAN STINSON
CINDY BORN
THE WRIGHTS
RHIANA WALL
THE DUNBARS
KIARA BURGESS
VALERIE MAIER
ANT DINHAM
WENDY LEA
MEL O'CONNELL
RHIANNON BENNETT
JESSIE O'BRIEN
SARAH ARREDONDO
BRYLEE NEYLAND
NICK HARRICHHAUSEN
CATHERINE GAYON
BRYLEE NEYLAND

CORALIE PONSINET
HAYLEY LOVE
CHANTELLE O'CONNOR
KIM BROTHERIDGE
KAY HODGSON
JESS FRASER
MARLA COPPOLINO
SCOUT SYMONS
KARMA HOUSTON
SHARON GAVIN
KIRBY PARSONS
TOM FLEMING
ALISON DANN
LAURIE MACDOUGALL SOOKRAJ
TIFFANY & JUSTIN NEWMAN
SIMON BROOKE
JEFF HANN
RUSSELL MORRIS
MEL NEWTON
CONSTANCE DELAMARRE
PETER LEGGETT
CHERYL DOWNES
AMY SUTTON
BARRETT YOUNG
CASSANDRA STOCKBRIDGE
RENAE WATCHIRS
LEA-ANN STEVENS-MALTHOUSE
LAURA EYLES
BRENDAN INNES
ANNA BROWN
CAROL FRAMPTON
EDWARD AND MINDY MAIER
BRENTON LOH
VALERIE MAIER
EMILIE GUILLAUME
LISA GAUDETTE
ANT DINHAM
MARTIN PERRY
SETON LEGGETT
JAN WIEBE

...AND THE DONORS WHO
CHOSE TO REMAIN
ANONYMOUS.

APPENDIX 1: STRONG WOMEN - SCREENING EVENT RUN SHEET

Screening Date: _____ Screening Venue: _____
Event organiser: (name) _____ (phone) _____

Schedule:

1. MC introduces the film: [00:00]
2. Screening Starts: [00:00]
3. Screening Ends & Q&A starts: (91 minutes after start time)
4. Q&A MC & panelist interview / conversation: (e.g. 15 minutes)
5. Audience questions: (e.g. 15 minutes)
6. Wrapping up and out of cinema by: [00:00]

Technical requirements:

The Digital Screening Package sent to you includes an [impact slide](#) that can be projected onto the screen before and after the series. It contains valuable contact information about which organisations to reach out if the content of the series is triggering. Check with your projectionist that they have it ready to display on-screen during your Q&A.

Contact numbers:

Venue manager: _____
Projectionist / technician: _____
MC: _____

Setup requirements:

What will you need for your introduction or Q&A? E.g.

- Number of microphones
- Number of chairs on stage

Advanced Checklist:

- Some items are optional depending on whether you're including a Q&A
- Venue has a secure internet connection.
- Venue has allocated the extra time for your Q&A.
- Projectionist or media manager has the [link to Strong Women on ABC Iview](#)
- Projectionist or media manager has the [impact slide](#) ready to show
- MC and Q&A panelists arranged and briefed; bios provided to MC.
- Accurate information sourced for MC's Acknowledgement of Country.
- Venue knows how many chairs and microphones (do they work?) to provide for your Q&A
- If you wish to host an event afterward (such as a tea, registration drive, fundraiser gathering),
- You have venue details ready to announce to the audience.
- Consider having some tissues available as the documentary can be emotional.

APPENDIX 2: SAMPLE EMAIL & SOCIAL MEDIA POSTS

You can make the templates below your own and send them to your contacts. Feel free to use images from our [gallery](#).

Email

Subject: You are invited to watch the documentary series Strong Women

Email body:

Dear <insert name here>,

I'd love to invite you to join us in watching Strong Women, a life-changing social impact documentary that explores the inspiring stories of four female Strongman competitors empowering themselves physically and mentally.

This powerful documentary delves into the correlation between physical activity, in particular strength training and its impact on mental health.

I invite you to watch the series at <insert venue> on <insert date> at <insert time>.

This is an opportunity for individuals, clubs, and philanthropists to play their part in increasing awareness around participation in physical activities for women and girls. The series hopes to inspire women to see their body for what it can achieve rather than what it looks like, in turn contributing to a brighter future for women and girls and a greater legacy for the next generation.

Our mission is for the #StrongSistersMovement to enable 1 million Australian women to be stronger.

Please come and join us to raise awareness and be part of the conversation. You can purchase tickets here: <web address if applicable or they can organise tickets through you>

For any questions, please contact me via email <insert your email address> or phone <insert phone number>. We hope to see you on the night!

Kind Regards,

<Insert your name>.

<Insert your contact details>

PS: To find out more about Strong Women, [watch the trailer](#). Hit up our socials to learn more.



#STRONG SISTERS

Social media makes it easy to alert your friends, family, social and business contacts about your screening.

Instagram

You can post this image from our [gallery](#) and use the suggested wording below.

Please include our handle [@strongwomen documentary](#) and please use the hashtags [#strongsisters](#) & [#strongwomenscreening](#).



Facebook

Create a Facebook event for your screening and invite your friends, family, social and business contacts.

Click [here](#) for the Facebook support guide for creating an event:

- On the left side of your Facebook page, click on “Events”
- Click on “Create an Event” and fill out the form
- Click “Create” and you’re set!

Your Facebook friends are now invited to your screening!

You can use these images from our [gallery](#) for your Facebook event page and Facebook post.



Sample Facebook post:

Share your Facebook event. It couldn't be easier, we have suggested wording below.

- I'm contributing to making Australian women stronger physically and mentally. How? I'm hosting a screening of Strong Women, a documentary exploring physical strength and having the courage to be stronger inside and out in the face of issues such as domestic violence, postnatal depression, negative body image, and anxiety. Please come along!
- I need your help! I have signed up to host a screening of Strong Women, the documentary exploring physical strength and having the courage to be stronger inside and out in the face of issues such as domestic violence, postnatal depression, negative body image, and anxiety. I would love you to come along!

Twitter

Share your event on Twitter with his image from our [gallery](#).

Please tag us [@strongwomenw](#) and use the hashtags [#strongsisters](#) & [#strongwomenscreening](#).

You can promote your screening on Twitter using the wording below:

I'm showing the film [@strongwomenw](#), a documentary exploring physical and mental strength. Come be one of my #STRONGSISTERS.



STRONG WOMEN

APPENDIX 3: MEDIA RELEASE

If you are holding a larger event and would like some media coverage to help you promote it, you may like to use the below template. This media release can be emailed or printed and sent to schools, businesses, local newspapers, radio stations, magazines, TV networks etc. You may attach any image from our [gallery](#).

MEDIA RELEASE

<insert date here>

Strong Women Documentary

Strong Women documentary aims to empower women to get physically & mentally stronger after the many months of isolation. It is a life-changing social impact documentary that addresses some of the key societal problems women face including depression, addiction, domestic violence to eating disorders. Scientific evidence suggests being part of a sporting activity improves health & well-being, 49% of young women aged 18-24 years, still report feeling embarrassed about exercising in public (VicHealth) and only 3 in 20 women are sufficiently physically active and meet the muscle-strengthening guideline (Australian Bureau of Statistics).

For this reason, this inspiring series couldn't be timely, ensuring all women and girls the possibility to lead life to their fullest potential by engaging in a sport that promotes empowerment, gender equality and inclusion.

We are extending the reach of our documentary to include a series of community programs that aim to get 1million Aussie women physically and mentally stronger in 2022.

I am one of the advocates who are hosting an event to show the Strong Women documentary. My screening is being held at <insert venue> on <insert date> at <insert time>. I look forward to raising awareness around the serious physical and mental challenges facing women today and contributing to getting 1 million Australian women stronger in 2022

- ends -

<Insert your name>

<Insert your contact details>

More information:

Web: strongwomendocumentary.com

Facebook: [@StrongWomenDocumentary](#)

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