



Thank you for signing up to host a screening of Embrace. Welcome to your Embrace Host Tool Kit. Here you will find ideas and the necessary tools and marketing pieces you can use to host a successful Embrace screening.

This is your chance to share the film with your local community, create a positive dialogue and help raise awareness. Your support will help spread the word about the film, and change lives.

In addition, you are now officially part of [Embrace: The Union Project](#) a campaign seeking 2,000 people to host a screening of Embrace, the social impact documentary that explores the serious issue of negative body image. Once we accomplish this mission, the [Body Image Movement](#) will make vital body image education accessible to all UK secondary schools for FREE! High 5's to you!!!

MAKING YOUR SCREENING A SUCCESS:

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.

PROMOTIONAL TOOLS:

The tools provided in this kit will help you ensure your Embrace screening is successful. Included you will find the materials to help you promote your event. All images and files can be downloaded from the gallery on the online toolkit page.

In this toolkit, you will find:

- Downloadable A4 event poster to print
- Downloadable Flyers to print
- Sample email template
- How to create a Facebook event
- Sample Facebook posts
- Sample Twitter posts
- Sample Instagram posts
- Sample media release
- Downloadable A4 host recruit form to print
- Discussion questions to use at your event
- Guest attendance form for your event
- Useful web links to include in your marketing



HOW TO USE THESE TOOLS TO PROMOTE YOUR SCREENING:

Early audience engagement is essential for a successful screening. Here are a few tried and true methods for gathering an audience:

- Make an announcement to your community. Print and fill in the provided poster to spread the word about your screening.
- Use the email provided to friends and family to let everyone know about your screening. Be sure to fill in the [bracket] areas with information specific to your local screening.
- If you know of a non-profit or community organisation who would resonate with Embrace, you can ask them to send an email to their mailing list.
- You can also include a write-up in a newsletter. Think of local schools, sporting clubs, kindergartens, childcare, workplaces etc.
- Use the sample social media posts for Facebook, Twitter and Instagram to remind your community of the screening.
- Create a Facebook event for your screening and invite your friends.

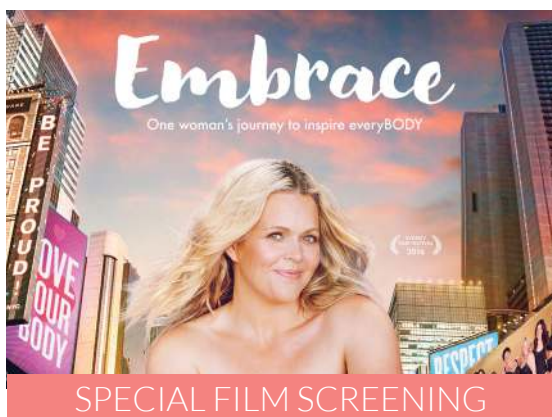
Have an idea not listed here? Go for it! You can be as creative as you like to spread the word about your screening of Embrace. If you need more ideas or have a good idea to share, visit our [Embrace: The Union Tour Facebook group](#).

A4 EVENT POSTER:

Download this A4 poster, print it out, fill in your event details and pin up at local schools, community centres, shopping centres, businesses etc.

FLYERS:

Download this document, print and cut into 3 flyers – print as many as you need for your event. You can put them into goodie bags, place on attendees' seats or hand out at the door at when your guests arrive.



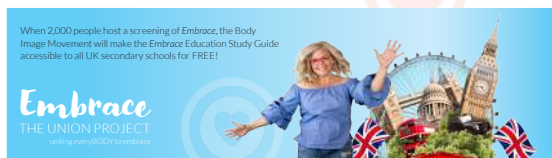
Embrace follows Body Image Activist, Taryn Brumfit's crusade as she explores the global issue of body loathing, inspiring us to change the way we feel about ourselves and think about our bodies.

Please come and see the film:

when: _____ where: _____
time: _____ host: _____

more information:

Web: bodyimagemovement.com/EmbraceTheUnionProject
Facebook Group: Embrace: The Union Project
Instagram & Twitter: #EmbraceTheUnionProject #HaveEmbraced #Embrace



When 2,000 people host a screening of Embrace, the Body Image Movement will make the Embrace Education Study Guide accessible to all UK secondary schools for FREE!



thank you for attending

Embrace: The Union Project is a campaign seeking to find 2,000 people to host a screening of Embrace, the social impact documentary that explores the serious issue of body image. When we accomplish this mission, the Body Image Movement will make the Embrace Education Study Guide accessible to all UK secondary schools for FREE! This resource inspires life-changing body image conversations in the classroom.

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EMAIL TEMPLATE:

You can edit the below email template and send to your contacts, you can also attach the image from our gallery.



Subject: You are invited to watch Embrace: The Documentary

Email body:

Dear <insert name here>,

I'd love to invite you to my event to watch Embrace, a life changing social impact documentary that explores the serious issue of negative body image.

Embrace tells the story of Taryn Brumfitt's journey from body loather to body lover - an Australian wife and mother who embarks on an international crusade to change the way we think and feel about our bodies.

This powerful documentary uncovers why poor body image has become a global epidemic and what women everywhere can do to have a brighter future.

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

I am hosting a screening of Embrace as part of Embrace: The Union Project. This is an opportunity for individuals, teachers, health professionals, businesses and philanthropists to lead a body image revolution throughout the UK. Embrace: The Union Project are seeking 2,000 people to purchase a public licence to screen Embrace (or gift their screening to a school or community group) and in doing so, contribute to a greater legacy for the next generation - vital body image education.

When the mission is accomplished, The Body Image Movement will make the Embrace Education Study Guide accessible to every secondary school across the UK for FREE. This resource inspires life-changing body image conversations in the classroom.

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 Embrace, [watch the trailer](#). You can learn more about [Embrace: The Union Project here](#).

SOCIAL MEDIA:

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

FACEBOOK EVENTS

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 this web banner for your Facebook event page.



SAMPLE FACEBOOK POSTS

Share your Facebook event. It couldn't be easier, we have suggested wording below. You can use any of the provided Facebook images from the gallery.

- I'm contributing to positive global change by inspiring the next generation to love their bodies and put an end to the body dissatisfaction epidemic. How? I'm hosting a screening of Embrace, a documentary exploring the serious issue of body image. Please come along!
- I've joined Embrace: The Union Project. By showing Embrace, the social impact documentary that explores the serious issue of body image, I am helping to fund vital body image education in the UK.
- When Body Image Activist Taryn Brumfitt posted an unconventional before-and-after photo in 2013 it was seen by more than 100 million people worldwide and sparked an international media frenzy. I am excited to be hosting a screening of her film Embrace and I want YOU to join me.
- There is a global epidemic of body shaming and body hating and I want to do something about it. So, I'm hosting a screening of Embrace, the documentary exploring the serious issue of body image and I would love you to join me in creating positive change.
- I need your help! I have signed up to host a screening of Embrace, the documentary exploring the serious issue of body image and would love you to come along.
- Embrace uncovers why poor body image has become a global epidemic and what women everywhere can do to end the war with their bodies. Please come along to my event to watch the film.

To share Embrace: The Union Projects mission, please use the post below and image.

Embrace: The Union Project is a campaign seeking to find 2,000 people to host a screening of Embrace, the social impact documentary that explores the serious issue of negative body image. When we accomplish this mission, the Body Image Movement will make vital body image education accessible to all UK secondary schools for FREE! Please support this cause! <http://bit.ly/2uARcri>



TWITTER

Share your event on Twitter. You can use the image created for Twitter.

Use the hashtags
#EmbraceTheUnionProject
#Embrace
#IHaveEmbraced.

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

I'm showing the film #Embrace, a documentary exploring the serious issue of #BodyImage. Let's create global change #EmbraceTheUnionProject

#Embrace is a film to help women everywhere love their bodies and support others to do the same. Come see the film #ihaveembraced

You can promote Embrace: The Union Project's mission using this wording and image:

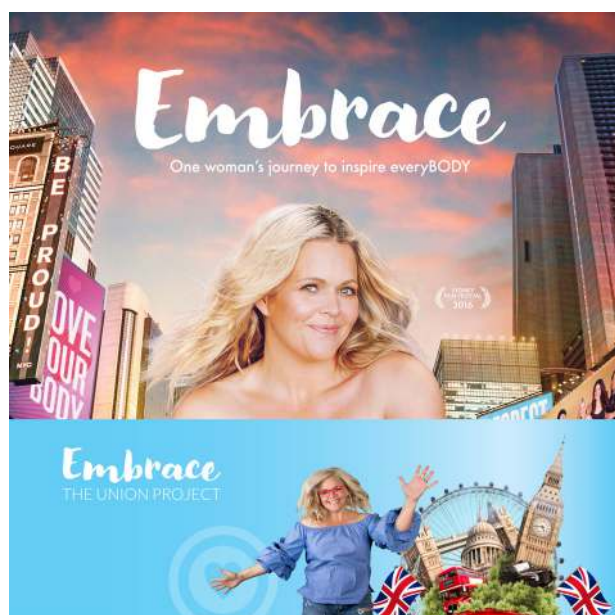
#Embrace is a documentary exploring the serious issue of #BodyImage. Let's lead a body image revolution in the UK #EmbraceTheUnionProject



INSTAGRAM

You can post any of the Instagram photos to Instagram from the gallery and use the suggested wording below. We have already added our details. If you want to post your own message, please include the hashtags #EmbraceTheUnionProject #Embrace #IHaveEmbraced and tag us at @BodyImageMovement

Embrace is a life changing social impact documentary that explores the serious issue of body image. Embrace: The Union Project is seeking 2,000 people to purchase a public licence to screen Embrace (or gift their screening to a school or community group) and in doing so, contribute to a greater legacy for the next generation - vital body image education. When we accomplish this mission, @BodyImageMovement will make the Embrace Education Study Guide accessible to every secondary school across the UK for free. This resource inspires life-changing body image conversations in the classroom #EmbraceTheUnionProject #Embrace #IHaveEmbraced #BodyImageMovement



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 this image.



MEDIA RELEASE

<insert date here>

Embrace: The Union Project

Embrace: The Union Project aims to put an end to the UK's body dissatisfaction epidemic. Embrace is a life changing social impact documentary that explores the serious issue of negative body image. Embrace tells the story of Taryn Brumfitt's journey from body loather to body lover - an Australian wife and mother who embarks on an international crusade to change the way we think and feel about our bodies.

Embrace: The Union Project is an opportunity for individuals, teachers, health professionals, businesses and philanthropists to lead a body image revolution throughout the UK. The project seeks 2,000 people to purchase a public licence to screen Embrace (or gift their screening to a school or community group) and in doing so, contribute to a greater legacy for the next generation - vital body image education.

When we accomplish this mission, The Body Image Movement will make the Embrace Education Study Guide accessible to every secondary school across the UK for free. Developed in consultation with education specialists, health professionals and psychologists, The Union Project will allow the Embrace Education Study Guide to be redeveloped in accordance with national UK curriculum standards and be made available as a FREE classroom resource.

I am one of the 2,000 people who are hosting an event to show Embrace: The Documentary. My screening is being held at <insert venue> on <insert date> at <insert time>. I look forward to raising awareness around the serious issue of body image dissatisfaction and contributing to the roll out of the Education Study Guide, a necessary educational resource which inspires life-changing conversations in the classroom.

- ends -

<Insert your name>

<Insert your contact details>

More information:

Web: bodyimagemovement.com/EmbraceTheUnionProject

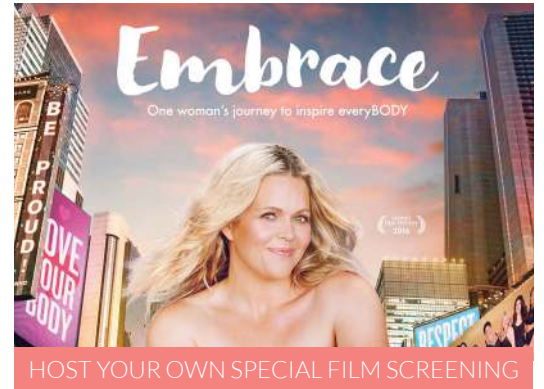
Facebook Group: [Embrace: The Union Project](#)

Instagram & Twitter: #EmbraceTheUnionProject #IHaveEmbraced #Embrace

- How do you think we can get to a place in society where we truly embrace body diversity?
- Taryn says we're fed this idea that if you diet and have a thin body then you're healthy and you must be happy. What do you think of this statement? What does health and wellbeing look like to you?
- Are you living the type of life that you want or are you letting negative body image take up too much space in your mind?
- Do you think fashion labels have a responsibility to acknowledge and cater for all body types?
- Do you think appearance is more important to women than it is for men? Why or why not?
- What role do you think social media has played in the way we view our bodies?

A4 HOST RECRUIT POSTER:

Download this A4 poster and print out a few copies to have on hand to give to others who are interested in hosting their own screening of Embrace. This gets us closer to accomplishing our mission of 2,000 screenings and being able to make the Education Study Guide accessible to all UK secondary schools.



USEFUL WEB LINKS

Below are some more useful web links you can use while promoting your screening and for after your event:

[Embrace Film Trailer](#)

[Body Image Movement web site](#)

[Eating Disorder Hope™](#) offers education, support, and inspiration to eating disorder sufferers, their loved ones, and eating disorders treatment providers.

[Support helpline for Suicide Prevention](#)

[Time to Change](#) is England's biggest program to challenge mental health stigma and discrimination.

[Mind](#) for mental health enquiries

[Anorexia & Bulimia Care \(ABC\)](#)

[B-eat](#) beating eating disorders

[The Priory Group](#) for mental health enquiries

[Anxiety UK](#) advice for anxiety, stress and depression

Thank You

Enjoy Your Event xo

