

A CRITICAL CALL TO ACTION

Dear BHERC Family and Community Partners:



Our mission, to make change for diversity in the film industry continues. Another amazing film and story is set to release on September 16, 2022; and we are issuing a critical Call To Action to support the film.

The historical drama titled *"The Woman King"*, is set in the 19th century and is based on true events. These are the types of stories that are needed more in Hollywood. Directed by the prolific and amazing Gina Prince-Bythewood, who has already brought us phenomenal dramatic films like *"Love & Basketball"*, the riveting action driven film *"The Old Guard"*; now looks to bring this beautiful, dynamic, and action-packed story to life.

With a world-renowned and diverse cast, this film is a 2022 must-see. Featuring actor and producer John Boyega *"Star Wars Trilogy: The Force Awakens, The Last Jedi, The Rise of Sky Walker"*; the talented up-and-coming Lashana Lynch, *"No Time To Die"* and the one and only Oscar award-winner, Viola Davis, *"Fences,"* and *"Ma Rainey's Black Bottom."* The potential for this film to deliver a spectacular



cyclone of emotions is enormous. Worthy of note, Black people are not only being represented in this film on camera but behind the camera, as well. Music by Lebo M. *"Lion King"* and Oscar-nominated orchestrator Terrace Blanchard, *"Harriet"*; Editing by Terilyn A. Shropshire, *"Old Guard"*; Costumes by Gersha Phillips, *"Star Trek Discovery,"* and more. Everyone involved in the making of this film truly deserves to be recognized.

I cannot emphasize enough, the importance and need for our support of critically substantial and ground-breaking films like this. When we have the opportunity to witness narratives like this being depicted on the silver screen, it is because we have talent in the industry like Viola Davis and Gina Prince-Bythewood representing us. Fighting for meaningful stories that will thrill, entertain and teach. We must do our part and respond with an overwhelming attendance at the box office *the first weekend* and beyond. The first weekend is **THE MOST IMPORTANT**, it allows for wider distribution and visibility of a film due to box office success.

We have many reasons to support this film. It has an amazing story about the all-female warrior unit who protected the African kingdom of Dahomey in the 19th century, a superstar director, a star-studded cast, and a beautiful representation of what a predominantly Black cast and production crew can create. Well worth the price of admission, and so wonderful we should all see it twice; we need to support this film!

Rally your members, assemble your friends and families, and spread the word to the masses. Let's get out on the weekend of September 16th and beyond and enjoy this powerful display of filmmaking that captures a glorious, powerful and important time in history.

Make this your entry into the history of the story of *“The Woman King”*.

Pledge today that you will join with the Black Hollywood Education and Resource Center (BHERC) and its 1st Weekend Club to support Black films. We invite you to join and amplify our movement, **“I’m a fan of Black films”**. First weekend is crucial to spreading the word to get the film a much-needed buzz. Here are some of the ways you can support:

Support the films BHERC recommends on opening weekends and beyond by doing the following:

- The 1st Weekend is crucial to spreading the word and getting the film a much-needed buzz and building audiences for weeks to come
- Tell family and friends to use your old school and social media networks
- Organize groups – Take advantage of group rates and advance ticket sales
- Hold theater parties
- Buy-out theaters
- Host young people (age appropriate) and nonprofits
- Teachers, take your classes incorporate special projects (age appropriate)
- Post about the films and the performers
- Use Social media to Talk, Tweet, Chat, Post, Share, Pics, “I Was There” Pics
- Take a Selfie with Posters attached and use Hashtags: **#WOMANKING | #IMAFANOFBLACKFILMS #GOSEETHEWOMANKING | #BLACKFILMSMATTER | #ALLHAILTHEWOMANKING**
- Go early, do not wait. And then go again.

For more information about BHERC please visit our website at www.bherc.org, sign-up for our newsletter, and encourage your relatives, friends, members, organizations, etc., to also sign-up for our newsletter. We will keep you informed of other significant film releases that will be coming out.

Let us know how you were able to support *“The Woman King”* by tagging us [@bherc1stweekendclub](https://twitter.com/bherc1stweekendclub), [@bhercdotorg](https://twitter.com/bhercdotorg) and [@sandraeversmanly](https://twitter.com/sandraeversmanly). We thank you for your support and your attention.

Best Regards,

Sandra J. Evers-Manly, *President, BHERC*



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WITH



#BHERCSupportsWomanKing
#Warriors4WomanKing
#WomanKing

Join The Movement!

#IMAFANOFBLACKFILMS Please join with the Black Hollywood Education and Resource Center (BHERC) and its First Weekend Club in helping to Support Woman King. Join the movement, "I'm a fan of Black films" for this films and others in the future. This is how you can prepare for action on opening weekend of this and other critical films starting now:

- The 1st Weekend is crucial to spreading the word and getting the film much-needed buzz
- Tell family and friends--use your old school and social media networks
- Organize your groups
- Plan and Hold theater parties
- Buy out theaters
- Host young people and non-profits (age appropriate)
- Teachers, take your classes and incorporate special projects (age appropriate)
- Post about the Film and Performers (You can use this card!)
- Use Social Media to Talk, Tweet, Chat, Post, Share 'I Was There' Pics
- Use Hashtags **#IMAFANOFBLACKFILMS** | **#GOSEEWOMANKING** | **#BLACKFILMSMATTER** | **#WARRIORS4WOMANKING** | **#WOMANKING**
- -Go early, do no wait. And then, go again.

For more information about BHERC please visit our website at www.bherc.org, sign up for our newsletter, and encourage your relatives, friends, church members, organizations, etc., to sign up for our newsletter. We will keep you informed of other significant films that will be coming out.



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