

# SAM & ME

Screening Toolkit



# SAM

# AND

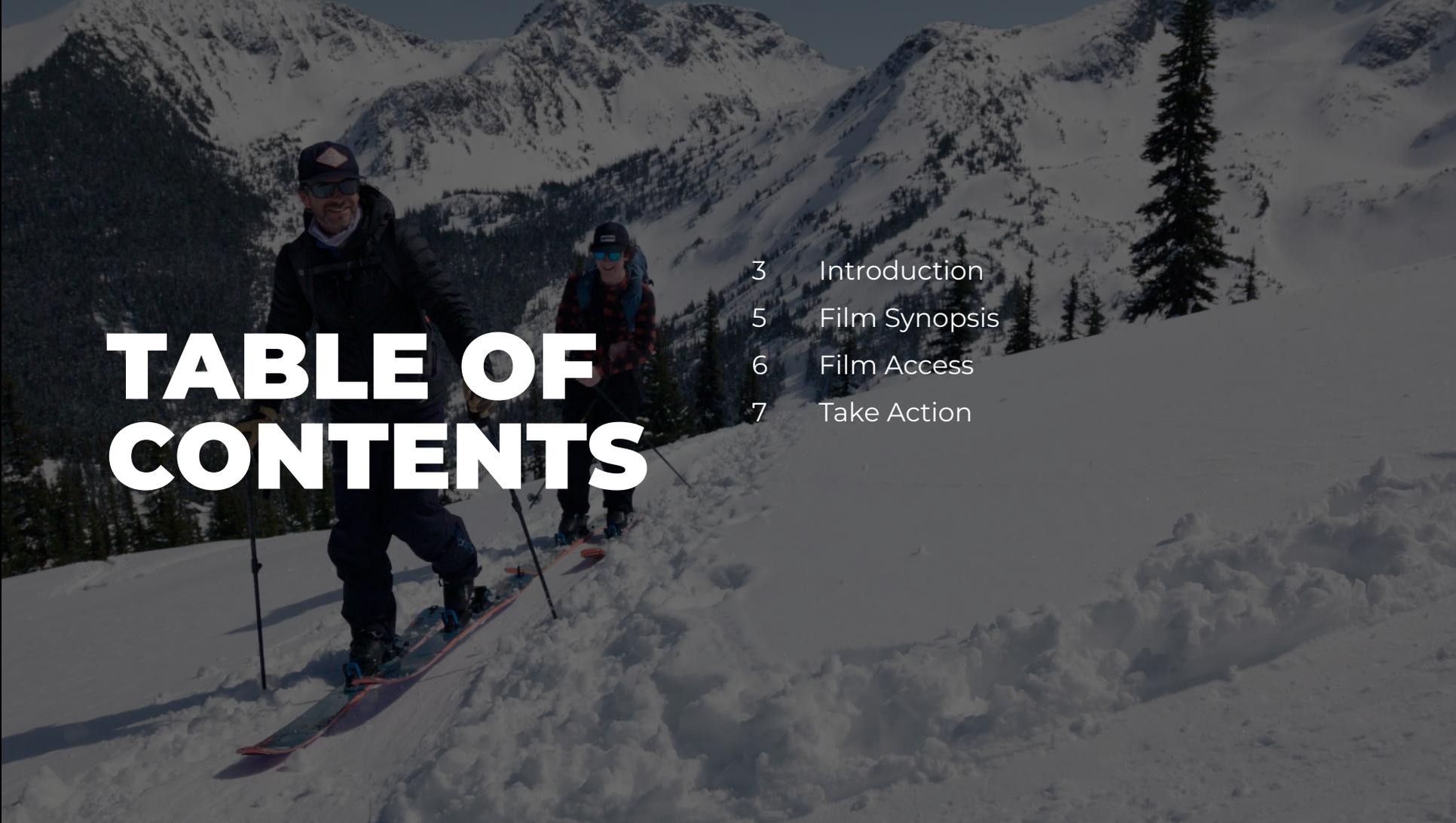


# ME

THE KIDS ARE GONNA BE ALRIGHT

FEATURING MIKE DOUGLAS AND SAM TIERNEY EXECUTIVE PRODUCERS BRUNO BERTHRAND BRUNO LAROQUE BEN AIDAN JAKE BLACK DAVE ERB  
WRITTEN BY LESLIE ANTHONY MIKE DOUGLAS PRODUCED BY ANTHONY BONELLO SUSIE DOUGLAS CREW MEMBERS ANTHONY BONELLO MIKE GAMBLE  
MUSIC COMPOSED BY MUSCIBED VISUAL EFFECTS BLAIR RICHMOND COSTUME DESIGNER JEFF YELLEN PRODUCTION DESIGNER MAX YOUNG DIRECTOR AND EDITOR MIKE DOUGLAS  
SUPPORTED BY SALOMON & PROTECT OUR WINTERS



A photograph of two skiers on a snowy mountain slope. The skier in the foreground is wearing a dark jacket, a cap, and sunglasses, and is smiling. The skier in the background is wearing a plaid jacket and a cap. The background shows snow-covered mountains and evergreen trees. The text 'TABLE OF CONTENTS' is overlaid in large white letters on the left side of the image.

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# INTRODUCTION

Thank you for hosting a screening of Sam & Me!

This guide and toolkit is intended to help you host an impactful and successful screening. Below we have included a few tips to help bring this event to life.

**Promotion:** Make sure you promote your event! Social media, email, and phone calls are great ways to spread the word. Resources, sample language, and images can be found here.

**Timing:** Give yourself at least two weeks to schedule, plan, promote, and execute your event. Don't forget to use the resources provided by Purple Mountains.

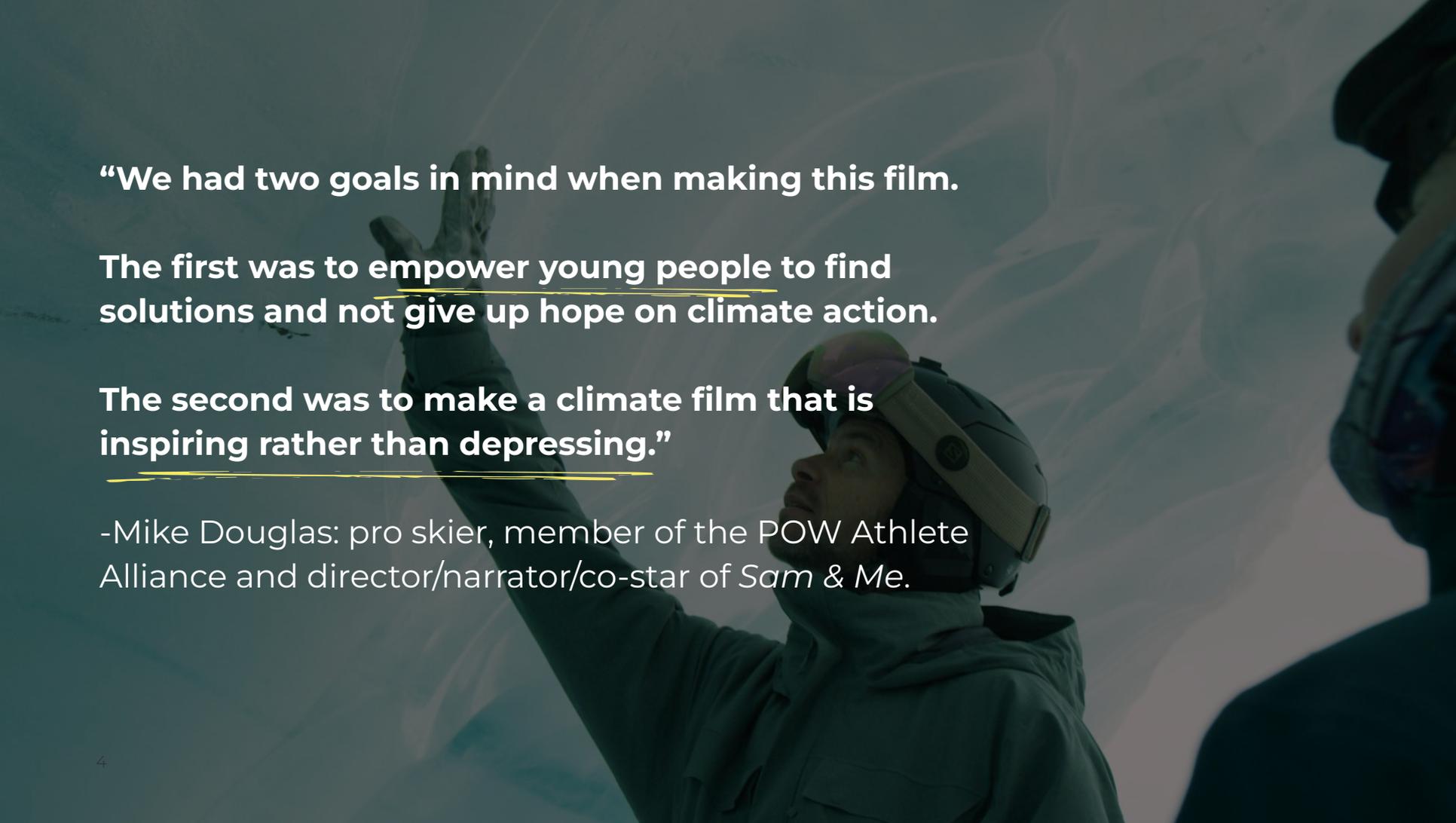
**Organizing your Event:** We highly recommend having a post-screening conversation or panel. Partner with other organizations for participants, reach across the aisle for different points of view, and develop a list of questions (using those outlined below) that will address the local and personal issues your audience cares about.

**Event Preparation:** Make sure you test your technology at least a day in advance of your screening so you have plenty of time to troubleshoot. If you are doing a panel conversation, do a test run with your participants and ensure they are all comfortable with the run of show.

**Creating Impact:** We're making this film available to you for free but we need your help! In this guide you will find ways for you and your audience to take action. Encourage your audience to register to vote, to learn about local legislation and candidates on their ballot, and to inspire others to get involved.

There are 50 Million passionate outdoor enthusiasts across the country. This is our common ground. Together, we can use our votes to protect the places we love.



A person wearing a ski helmet and jacket is pointing upwards with their right hand. The background is a snowy mountain landscape. The text is overlaid on the left side of the image.

**“We had two goals in mind when making this film.**

**The first was to empower young people to find solutions and not give up hope on climate action.**

**The second was to make a climate film that is inspiring rather than depressing.”**

-Mike Douglas: pro skier, member of the POW Athlete Alliance and director/narrator/co-star of *Sam & Me*.



## ABOUT POW

Protect Our Winters turns passionate outdoor people into effective climate advocates. POW leads a community of athletes, thought pioneers and forward-thinking business leaders to affect systemic political solutions to climate change. Our policy agenda consists of a four-pronged approach to climate solutions including clean energy, clean transportation, carbon pricing and protecting public lands from fossil fuel extraction. We've chosen to focus on these four areas because of their broad reaching impact to climate, their possibility for success in policy and their ability to be enacted on the individual and collective scale.

## FILM SYNOPSIS

At 13 years old, Sam was in a dark place. His climate anxiety was so bad he was having trouble sleeping at night. In an attempt to ease his stress, Sam writes to pro skier and climate advocate Mike Douglas asking for advice.

Seeing some of his own young self in Sam, Mike invites him on a weekly ski meet-up to talk about climate, skiing and life. In the process the duo share some epic ski days, and an inspirational message that can help others jumpstart their own personal climate advocacy journeys.

# Film Access

Official Trailer:

<https://vimeo.com/639311311>

Film:

<https://bit.ly/SamAndMe>



A group of people, mostly young adults, are standing outdoors in front of a dense forest of evergreen trees. They are wearing black t-shirts with a circular logo and the letters 'P&W' on them, and black baseball caps with the same logo. They are holding up large, hand-drawn signs on cardboard. The signs in the back row spell out '# VOTE FOR' and the signs in the front row spell out 'CLIMATE'. The overall scene is a promotional image for a voting initiative.

# TAKE ACTION

Pledge to Vote: Pledging to vote, making a plan, showing up to the polls, or mailing your ballot - your action inspires others!

Take 2 minutes to take a stand and preserve our land!

[Stokethevote.org](https://Stokethevote.org)

# THANKS!

ross@protectourwinters.org



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**Text POW to 65351  
to Join Us & Stay Informed!**



4 msgs/month. MsgDtaRtsMayAply. Reply STOP to optout, HELP for help

