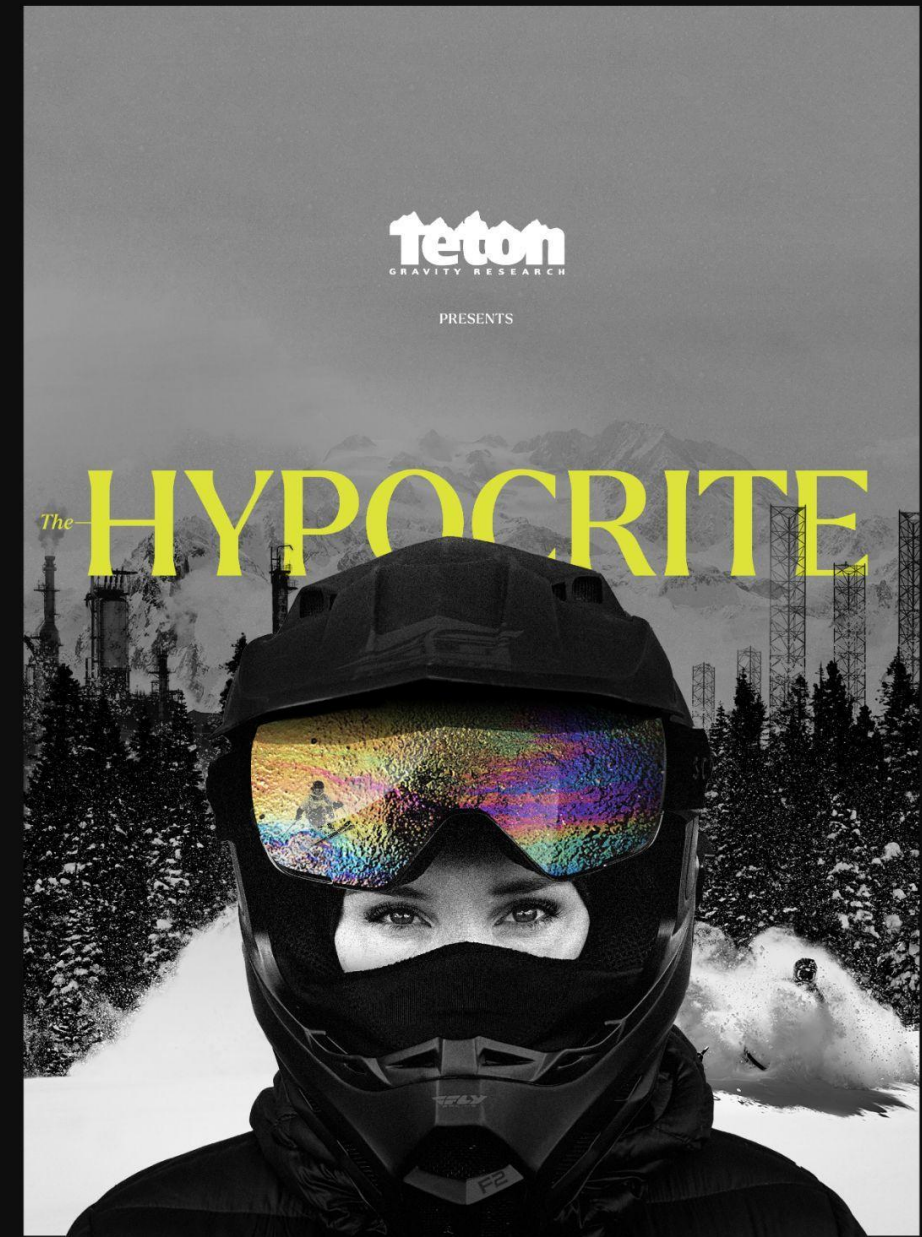




The Hypocrite

Screening Toolkit



Teton
GRAVITY RESEARCH

PRESENTS

The **HYPOCRITE**

Featuring: Amie Engerbretson, Jeremy Jones, Dr. Naomi Oreskes, Auden Sschendler
Griffin Post, Todd Ligare, Leanne Pelosi, Nadine Overwater, Duncan Lee
Marie-France Roy, Austin Smith, Dr. Jude Bayham, Dr. Greg Nemet, Nina Aragon



About The Film

Runtime: 26 minutes

Directed by: Amie Engerbretson

Produced by: Theo Ianuly

Production Company: Teton Gravity Research

Social Media

- @amieski
- @tetongravity
- @protectourwinters
- #TheHypocrite



“Our hope is for this project to inspire meaningful conversation around the outdoor community’s complex relationship with environmental sustainability”

-Todd Jones, Co-Founder of Teton Gravity Research

Logline

In 'The Hypocrite,' professional skier Amie Engerbretson navigates the clash between her personal actions and climate advocacy, unraveling the complexity of our systems and the policies required to enact change. The film urges unity in the outdoor community, dismantling perceived hypocrisy to prioritize collective action for a sustainable future.

Synopsis

The film follows professional skier, Amie Engerbretson, as she explores her own perceived hypocrisy and dissects her own inner battles with advocating for the climate while pursuing sports that burn fossil fuels. Seeking unity and common ground among like minded outdoor recreationalists, the film invites snowmobilers and sled skiers to the climate conversation. The athletes raise questions and concerns about their impact, their role in change and what solutions exist.

To answer these questions, Amie connects with experts to explore the science of consumption, the perception of individualized guilt and the merits of individual vs. collective action. By cracking open the truth behind the emphasis on individual actions, the goal of this film is to shift perspective around who is allowed to be a climate advocate and to create a cultural shift around the importance of civic engagement and systemic change.

Film Resources

Official Trailer: <https://youtu.be/0SWBvcgPh-Y?si=tZYmkaNMcbQHHNqt>

Full Film: <https://youtu.be/HGR34-SOlgg?si=ilfNZp7uEmJa6aNy>

Download: contact ross@protectourwinters.org

Media Kit: [Photo assets, social clips, posters, etc.](#)

POW Webpage: <https://protectourwinters.org/the-hypocrite-film/>

POW Blog: <https://protectourwinters.org/the-hypocrite/>

TGR Webpage: <https://www.tetongravity.com/films/the-hypocrite>



“This film is a crucial exploration of imperfect advocacy in snow sports...uniting and driving political will.”

-Jeremy Jones, Professional Snowboarder, Founder: Jones Snowboards, Protect Our Winters

The How To's

Thank you for your interest in screening The Hypocrite!

This guide and toolkit is intended to help you host an impactful and successful screening. Here 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.

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 that will address the local and personal issues your audience cares about. If you'd like support in film discussion questions, please contact info@protectourwinters.org

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 get involved and to inspire others to join them. To learn more about how POW is creating impact and to join the cause, [Join Team POW!](#)

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.

About The Alliance Member

Amie Engerbretson is more than just a professional skier; she's a dynamic force as a producer and host, turning her passion for skiing and adventure into a thriving career. From her early days on the slopes of Palisades Tahoe to skiing for acclaimed productions like Warren Miller Entertainment and Teton Gravity Research, Amie's expertise is unparalleled. Armed with a degree in Media Management from Columbia College, she approaches her multifaceted career with focus and determination.

Beyond her athletic prowess, Amie is a committed climate advocate, recognized with the 2021 Alliance Member of the Year award from Protect Our Winters for her impactful work in climate action. Whether conquering mountains or lobbying on Capitol Hill, Amie's warm personality and infectious smile accompany her on every journey.

[@amieski](#)

[Visit Amie's POW Alliance Profile](#)

