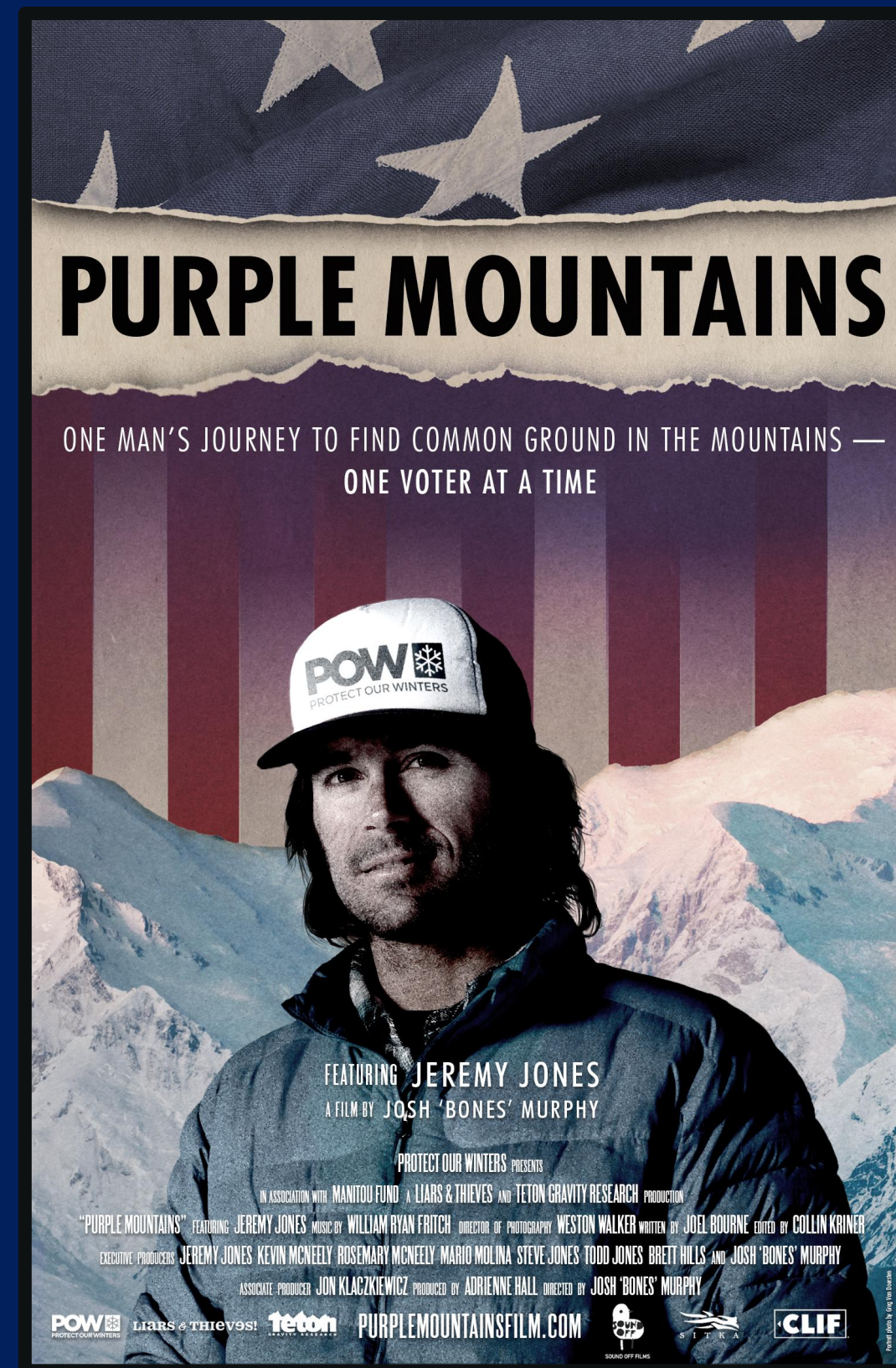




# Purple Mountains

Screening Toolkit



# About The Film

**Runtime:** 53 minutes

**Directed by:** Josh “Bones” Murphy

**Produced by:** Adrienne Hall

## Logline

One Man's journey to find common ground in the mountains - one voter at a time.

## Synopsis

Professional snowboarder and mountaineer Jeremy Jones has an intimate relationship with the outdoors. It's his escape, his identity, and his legacy. But over the course of his 45 years in the mountains, he's seen things change: more extreme weather, fewer snow days, and economic strain on mountain towns. Motivated by an urge to protect the places he loves, Jeremy sets out on a physical and philosophical journey to find common ground with fellow outdoor people across diverse political backgrounds.

With intimacy and emotion set against breathtaking backdrops, Purple Mountains navigates America's divide with a refreshing perspective: even though we may disagree about climate policy, our shared values can unite us.

**Associate Producer:** Jon Klaczekiewicz

**Production Company:** Liars & Thieves,  
Teton Gravity Research



**“Purple Mountains follows Jones as he navigates our country’s divide through a new lens - celebrating outdoor recreation’s ability to unify opposite sides of the political spectrum.”**

-Men's Journal

# Discussion Questions

- Why do you think Jeremy and Bones spent more time speaking to regular people than they did scientists? Do you think that helps get across a different side of the argument?
- What impacts of climate change have you seen in your own life?
- What tactics did you see Jeremy deploy while discussing the climate crisis with deniers or skeptics that you could employ in your own conversations and debates to sway others' views?
- Why do you think climate action is typically identified with the Democratic party platform? Why do you think Republican representatives haven't embraced it more widely? How might this change?
- Why do you think that Jeremy is focusing so much on government intervention, rather than individual or corporate responsibility?
- Did you find Jerry Taylor's argument about risk management effective? What did you learn from it when having your own conversations?
- Why do you think the common goal of preserving our outdoors is an effective way to combat divisiveness around climate crisis?



# Film Resources

**Official Trailer:** <https://youtu.be/SnsfmORIY-c>

**Full Film:** [https://bit.ly/PM\\_Access](https://bit.ly/PM_Access)

**Website:** <https://www.purplemountainsfilm.com/>

## Editorial(s):

- The Inertia: [Jeremy Jones Talks About 'Purple Mountains' and Finding Political Common Ground on Climate Change](#)
- Tahoe Daily Tribune: [Snowboarder Jeremy Jones stars in environmental documentary](#)
- Snowboarder Magazine: [A Purple Mountain Majesty - Jeremy Jones Interview](#)
- Adventure Sports Journal: [Jeremy Jones in Purple Mountains Documentary](#)

**Download:** contact [ross@protectourwinters.org](mailto:ross@protectourwinters.org)



**"To the credit of Jones and the filmmakers, they don't offer a glossy story of opening hearts and changing minds - instead they provide a helpful model how awkward and incremental these conversations can be."**

-Outside Magazine

# The How To's

Thank you for your interest in screening Purple Mountains!

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](mailto: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

Jeremy Jones is the founder and CEO of Protect Our Winters. Jeremy has been a professional snowboarder for 30 years and is widely regarded as one of the best big mountain snowboarders in the world. Ten times voted “Big Mountain Rider of the Year” by Snowboarder Magazine, he has starred in over twenty snowboard films worldwide. In 2013, Jeremy was nominated by National Geographic as an “Adventurer Of The Year” and a “Champion Of Change” by President Obama for his work fighting climate change with Protect Our Winters. Most recently, Jeremy Jones released *Purple Mountains*, a film seeking to find common ground in the fight against climate change.

Jeremy Jones is the founder and CEO of award-winning Jones Snowboards, dedicated to the development of the highest quality backcountry snowboards and accessories. Jeremy has also appeared frequently in worldwide media including 60 Minutes Sports, ABC’s Nightline News, The Wall Street Journal, The New York Times, Outside Magazine and TV, Men’s Journal, Esquire, CNN, MTV, ESPN, Fox News, NBC and National Geographic.

[Visit Jeremy’s POW Alliance Profile](#)

[@jeremyjones](#)

