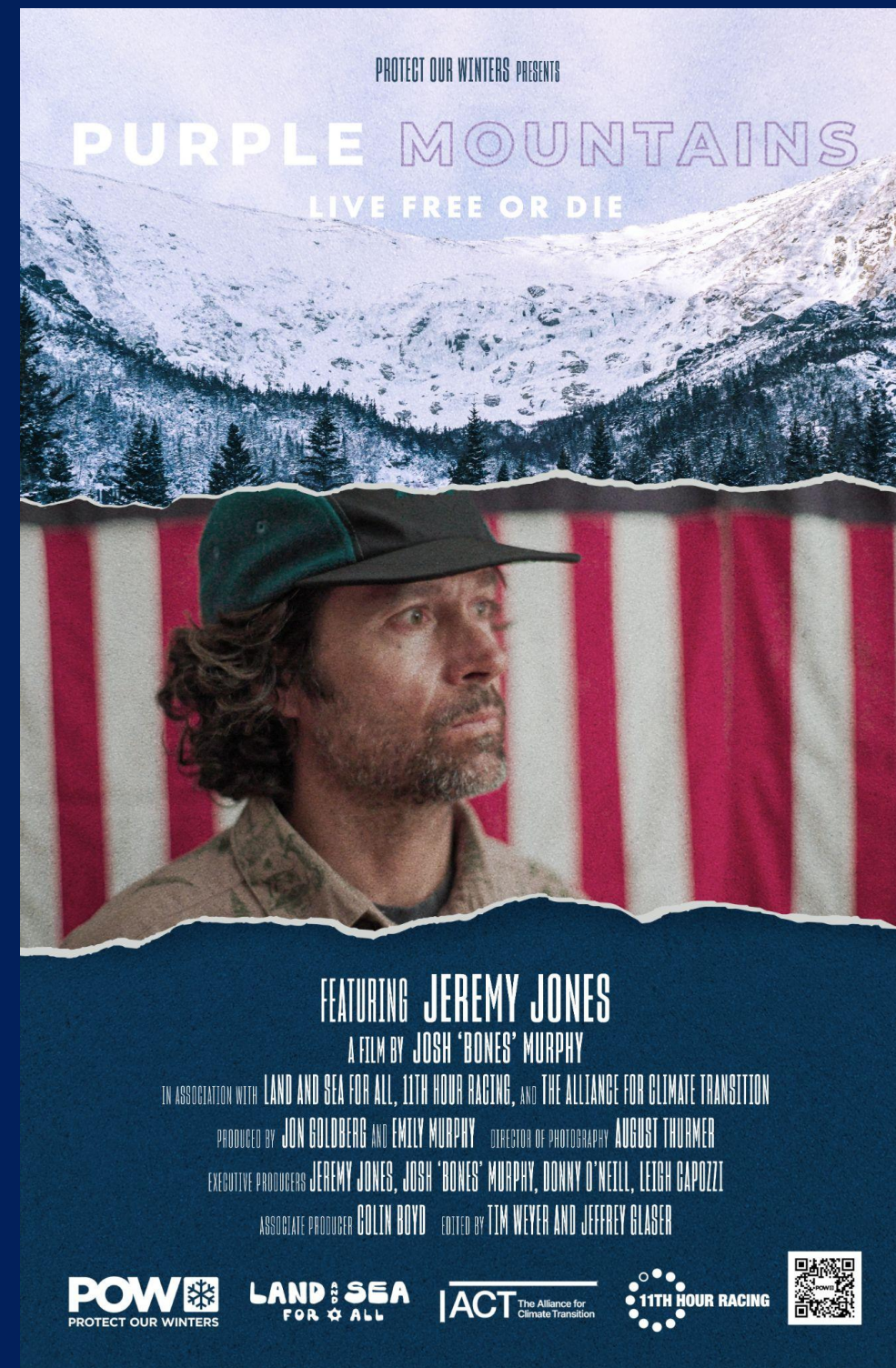




# Purple Mountains: Live Free or Die

## Screening Toolkit



# About The Film

**Runtime:** 31 minutes

**Featured Cast:** Jeremy Jones,  
Torey Lee Brooks,  
Dr. Elizabeth Burakowski

**Directed & Written by:** Josh “Bones” Murphy

## Logline:

*Purple Mountains - Live Free or Die*, the anticipated sequel to the first film installment in 2020, follows professional snowboarder and founder of POW, Jeremy Jones, as he returns to his New England roots where he grew up and fell in love with winter.

## Synopsis:

Professional snowboarder and POW founder Jeremy Jones has always had a deep connection to the outdoors. It’s not just his escape—it’s his identity, his passion and his legacy. Growing up in New England, Jeremy carved out his beginnings in the mountains, but in the years since, he’s witnessed troubling changes: wilder weather, fewer snow days and mountain towns struggling to survive.

In this sequel to *Purple Mountains*, Jeremy returns to his roots in New Hampshire, revisiting the mountains that shaped him. Motivated to protect the places he loves, Jeremy embarks on a journey to bridge the political divide over climate change. He finds common ground with outdoor enthusiasts from all walks of life, understanding their hopes and fears while tackling the issue head-on—from the Mount Washington Valley to the unfrozen waters of Lake Winnepesaukee.

With stunning visuals and raw emotion, *Purple Mountains Live Free Or Die* offers a timely perspective going into the most critical election of our lifetimes: we may stand on different sides of the climate debate, but our shared love for the outdoors can bring us together.

## Social Media:

- [@jeremyjones](#)
- [@joshbonesmurphy](#)
- [@protectourwinters](#)
- [@landandseaforall](#)
- #protectourwinters
- #stokethevote





# Discussion Questions

- Jeremy's personal experiences with climate change have heavily influenced his drive to protect the outdoors. Have you had any personal experiences which have led you to advocacy work in your life?
- Businesses and communities like those featured in the film depend on consistent winter weather. From ski resorts, to local traditions like pond hockey, after-school ski programs, and snowmobiling, virtually every aspect of society is having to adapt to a warming climate. What are some community activities and programs in your community that could be put at risk by climate change?
- What challenges does the film highlight in addressing climate change in politically divided regions?
- What common ground can outdoor enthusiasts from different backgrounds (political, socio-economic, racial, etc.) find on climate action?
- What role does personal storytelling play in fostering dialogue towards bipartisan climate action?

# Film Resources

**Official Trailer:** <https://www.youtube.com/watch?v=fsu6Ncpdlhg>

**Full Film:** [https://www.youtube.com/watch?v=9EUhKdM\\_Als](https://www.youtube.com/watch?v=9EUhKdM_Als)

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

**Website:** <https://protectourwinters.org/purple-mountains-film>

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



**"In a state the reflects America's values to a T,  
we hope to find common ground in a time when  
that's a rare occurrence"**

-Donny O'Neill: Writer, Producer, POW Content Director

# The How To's

Thank you for your interest in screening Purple Mountains: Live Free or Die.

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 President 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](#)



**“We know that in order for democracy to work, everyone needs to vote, no matter what side of the aisle you are on. It’s up to us.”**

-Jeremy Jones, Founder of Protect Our Winters,  
Jones Snowboards