

In New Zealand, *I am Woman* will be opening in cinemas on 12th November and there will be a small number of pre-release promotional screenings in major centres from 1st November. Rotary clubs will be able to arrange exclusive screenings in **October** and non-exclusive screenings in November.

This year, we think it is very fitting that the *Polio Movie Event* be a **tribute to Australian Past RI President, Sir Clem Renouf**, who passed away on 11th June. Sir Clem was a giant in Rotary's history and was one of the leading figures in our fight to end polio.

I Am Woman provides the perfect opportunity to have some fun, engage with community, get inspired... and of course raise lots of funds for **[End Polio Now](#)**.

We have created a number of tools to assist clubs in promotion of the *Polio Movie Event*.

For clubs:

A PowerPoint file that clubs can use to quickly create marketing materials:

https://www.dropbox.com/s/uetrx8ykb44kn2d/IAW_Promo_ClubTemplate.pptx?dl=0

Draft text for club newsletters and social media posts:

https://www.dropbox.com/s/cnsttyzzpoy4n6g/IAW_Posts_NZ_Clubs.docx?dl=0

Note: re the above PowerPoints: these allow you and the clubs to easily add their own details, such as district number, time and place of events, etc.

Then, when saved as a PDF, this can be used for **brochures** and **posters**,

When saved as an image, it can be used in **social media** posts, **websites**, club and district **newsletters** and **email** campaigns.

Other:

The **[I Am Woman trailer](#)** is available on YouTube.

We also have a new **[short video](#)** on Rotary's polio vaccination programs, made by a US filmmaker, which clubs can arrange for their cinema to show before the main movie. Also, the film distributor is attempting to put together **interviews with cast members** for us to show (COVID-willing).

Clubs will need to decide what **timing** works for them and whether they would like to work with **other clubs** in their vicinity. With audience sizes limited by social distancing, and with many people looking for new opportunities to have a little fun, we're not going to be surprised if lots of clubs run **more than one event**.

Clubs will also need to **make arrangements with their local cinema**. There is no pre-defined deal and the clubs will need to negotiate this with the cinema. A typical arrangement might be a cost of \$10 paid to the cinema, with a ticket price of \$20, but this varies significantly by location. *Cinemas are not obliged to participate* however most have had a tough time during the pandemic and will welcome the opportunity.

If you have any queries please just let me know. Have fun!

Kind Regards

Andrew Hamilton

District 9980 Foundation Chair 2020/22