

**THE
SISTERHOOD
OF
NIGHT**



A FEATURE FILM ABOUT MODERN TEENAGE GIRLS, CREATED BY SMART, CREATIVE, POWERFUL WOMEN.

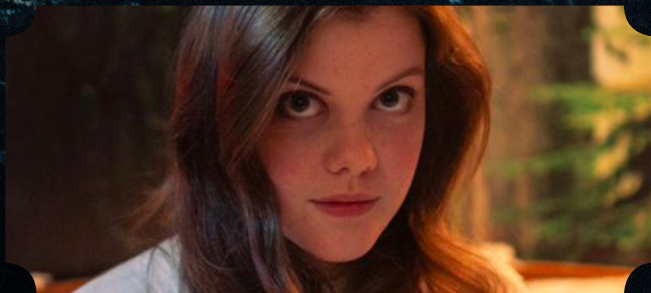
*Directed by Caryn Waechter, Screenplay by Marilyn Fu
Produced by Lydia Dean Pilcher and Elizabeth Cuthrell*

Based on the story by Pulitzer Prize-winning author Steven Millhauser, *The Sisterhood of Night* follows a group of teenage girls as they slip off the grid of social media into a mysterious world deep in the woods. Allegations of sexual deviancy throw the town into hysteria, but the accused uphold a vow of silence. *Sisterhood* lays bare adolescent loneliness in the age of the Internet, and reminds us of the solace we find in truthful and authentic relationships.

The film releases theatrically on **April 10** in select US cities including **Los Angeles, New York City, Boston, San Francisco, Atlanta, and Philadelphia**, with a simultaneous digital release. K5 International is handling world-wide sales for foreign markets.

WWW.THESISTERHOOD**OF**NIGHT**-**MOVIE**.COM**

STARRING



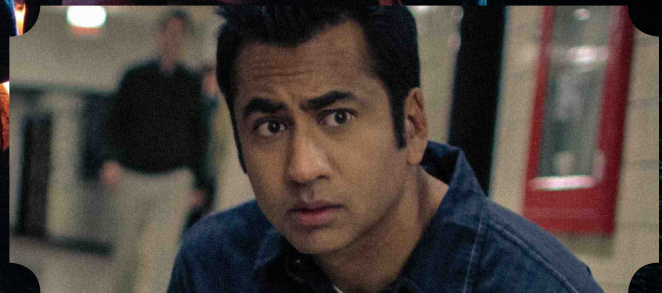
GEORGIE HENLEY

The Chronicles of Narnia trilogy



KARA HAYWARD

Wes Anderson's *Moonrise Kingdom*



KAL PENN

The Harold & Kumar films



LAURA FRASER

Breaking Bad



WILLA CUTHRELL

Woody Allen's *Whatever Works*



OLIVIA DE JONGE

M. Night Shyamalan's *The Visit*



CREATIVITY & CONNECTION

KICKSTARTER, SOCIAL MEDIA, AND A TEEN ART CONTEST

Before production began on *The Sisterhood of Night*, the filmmakers ran two campaigns designed to build awareness for the film and encourage participation with its core audience:

- **Kickstarter**

The Kickstarter campaign was the second highest grossing feature film project at that time, raising \$140,342 in 30 days.

- **Social Media**

Active Facebook, Instagram and Twitter accounts have garnered a loyal following and become a space to share photos, art and articles on the issues raised in the film.

- **"Wanna Know a Secret?"**


A nationwide art contest that searched for the most cutting-edge teen talents in photography, performance, fashion, and music. It resulted in more than 1,200 submissions, the best of which are featured in the film.

OUTREACH THEMES

THE SISTERHOOD OF NIGHT...

- Explores the Internet's power to amplify the voices that would belittle, shame, and exclude.
- Illustrates the societal epidemic that is **cyberbullying**.
- Provides authentic examples of what can happen when people stand up to a cyberbully.
- Rejoices in the power of creative expression to build **self-esteem** and a positive identity.
- Celebrates **female friendship**, and how girls together can develop self-confidence, self-acceptance and empathy for others.
- Provides a multi-dimensional depiction of Asian Americans that **defy stereotypes**.
- Challenges the idea that stories about Asian Americans and people of color in film and TV must be focused on issues of race.





Social service and activist organizations can use the film to advance their work in the following areas:

SELF-ESTEEM/ SELF-EXPRESSION

- 70% of teen girls are insecure and unhappy about their looks, school performance, or relationships.
- Girls with low self-esteem are 75% more likely to engage in negative activities such as bullying, smoking, drinking, or disordered eating.
- Good news: Authentic friendships and creative self-expression have been demonstrated to increase self-esteem.

DIVERSITY MATTERS

- Minority actors, writers and directors are underrepresented in top theatrical releases, leading to less overall content that reflects our diverse society.

Diversity and the Bottom Line:

- Films with relatively diverse casts excel at the box office and in return on investment.
- Television shows whose casts reflect the nation's diversity excel in ratings.

DIGITAL CITIZENSHIP

- 50% of teens are exposed to cyberbullying, and 50% have participated.
- Many kids suffer in silence. Only 1 in 10 victims report cyberbullying to their parents.
- 1 in 5 has posted or sent sexually suggestive photos.
- With 80% of US teens carrying cell phones, cyberbullying can be hard to escape.
- Good news:
Nearly all (92%) of teen girls prefer face-to-face friendships versus social networking friendships.

BULLYING

- Each year bullying affects more than 13 million kids in America.
- 1 in 4 students in grades 6-12 experience bullying.
- Kids who are bullied have lower school attendance, are more likely to drop out of school, are more likely to be depressed, and are less able to develop meaningful relationships.
- There is a strong correlation between bullying, cyberbullying and suicide.
- Good news:
The decline of bullying from 1998 to 2010 has been attributed to increased awareness and implementation of evidence-based programs in schools.





WHERE DO WE STAND?

The Sisterhood of Night is written, directed and produced by women. The film features women and girls in a majority of leading roles. Turns out, that's quite rare. Where do women really stand in politics, business and in film?

Women are 50.8% of the US population. **And yet...**

- 18% of the US Congress is female.
- 4.6% of S&P 500 Company CEO's are women.
- 4.4% of directors across the top 100 box office films were female.

Women purchase 50% of all movie tickets in the US. **And yet...**

- 30.8% of speaking characters in films are women.
- 10.7% of films feature a balanced cast of 50/50 men and women.
- 23.3% of films had a female lead (global sample of 11 countries).
- 200% - women are twice as likely to appear naked on screen as men.

A group of diverse young women are celebrating, with their arms raised and confetti falling around them. They are wearing colorful clothing and streamers. The background is a blue wall with white window frames.

WHAT YOU CAN DO

SEE IT!

- Gather a group of friends to attend a screening at scheduled theaters or via Tugg/Gathr/Demand It.
- Host a screening party at home or school.

SHARE IT!

- Promote *Sisterhood* to friends and fans across media channels; contests and prizes will be awarded for spreading the word online.

STAND UP FOR SISTERHOOD!

- Take a pledge to stand up against bullying.
- Form a Sisterhood Circle.
- Advocate for positive representations of women in media.

SAY SOMETHING, MAKE SOMETHING!

- Post on the "Picture Sisterhood" tumblr page.
- Create your artistic response to bullying and post it on the [Bully Project Mural](#).

STEP AWAY FROM THE SCREEN!

- Take time to go off-line. Turn off, tune in and focus.
- Spend time with your friends without your phones.

ENGAGEMENT TOOLS

- “Get Involved” page on the film’s website
- Free Digital Viewers Guide
 - Educator-created curriculum guide
 - How to host a screening - at home or in a local theatre
 - Ideas and questions for a community screening Q&A
 - Links to resources on key issues in the film
- Group sales (including after-school field trips)
- Screenings at a local theater and On Demand
- Google+ Hangouts with filmmakers and actors
- Temporary tattoos and stickers of the *Sisterhood* sign

OFFERINGS FOR PARTNERS

- Advance and event screenings (with filmmakers, organizations, popular teen bloggers, etc.)
- Incorporate film into ongoing advocacy and educational activities
- Host an event screening, with filmmakers in attendance or available via Skype
- Hold Panels and Talkbacks
- Cross-promote content for website, viewers guide, toolkit

THE SISTERHOOD OF NIGHT

Outreach & Engagement and Partnership inquiries

Patricia Finneran and Mikaela Beardsley of Story Matters
Patricia@StoryMattersConsulting.com

Press Inquiries

For press inquiries with filmmakers and cast,
contact Jason Kasperski at Prodigy PR
jk@prodigypublicrelations.com

Free Style Releasing

www.freestyledigitalmedia.tv

EVENSTAR FILMS AND CINE MOSAIC PRESENT A CINE MOSAIC AND EVENSTAR FILMS PRODUCTION IN ASSOCIATION WITH GALATA FILM

GEORGIE HENLEY KARA HAYWARD KAL PENN "THE SISTERHOOD OF NIGHT" LAURA FRASER WILLA CUTHRELL OLIVIA DE JONGE JESSICA HECHT

CASTING BY LAURA ROSENTHAL JODI ANGSTREICH MARIBETH FOX MUSIC SUPERVISOR LINDA COHEN COMPOSER THE CRYSTAL METHOD AND TOBIAS ENHUS EDITOR AARON YANES A.C.E.

DIRECTOR OF PHOTOGRAPHY ZAK MULLIGAN CO-PRODUCERS MARILYN FU CARYN WAECHTER MUHARREM GULMEZ EXECUTIVE PRODUCERS DAVID URRUTIA STEVEN TUTTLEMAN AND TAHA ALTAYLI

PRODUCED BY LYDIA DEAN PILCHER p.g.a. ELIZABETH CUTHRELL p.g.a. BASED UPON THE SHORT STORY BY STEVEN MILLHAUSER SCREENPLAY BY MARILYN FU DIRECTED BY CARYN WAECHTER