

A TOWERING TASK

THE STORY OF THE PEACE CORPS

A FILM BY ALANA DEJOSEPH

NARRATED BY ANNETTE BENING

A TOWERING TASK: THE STORY OF THE PEACE CORPS

**Available on DVD and Streaming through Amazon and
broadcasts on PBS stations across the country**

Thank you for helping us bring attention to A TOWERING TASK.
Below are some great ways you can support the film!

E-blasts

- Email your select lists about the film!

Social media

- Promote the film on your Facebook, Twitter, & Instagram pages (sample tweets and posts below)
- Retweet @ToweringTask & @FirstRun posts about the film; repost/share posts by @atoweringtask & @firstrunfeatures on instagram; repost/share posts from @AToweringTask & @FirstRunFeatures on Facebook

Website

- Put up the film poster and link on your site/blog with release info
- Post a banner ad and link on your website

USEFUL LINKS:

A Towering Task Official Website: <https://www.peacecorpsdocumentary.com/>

ATT Facebook: www.facebook.com/AToweringTask

ATT Twitter: www.twitter.com/ToweringTask

ATT Instagram: www.instagram.com/atoweringtask

First Run Features Towering Task Page: <https://firstrunfeatures.com/toweringtaskvod.html>

FRF Facebook: www.facebook.com/firstrunfeatures

FRF Twitter: www.twitter.com/firstrun

FRF Instagram: www.instagram.com/firstrunfeatures/

FRF YouTube: www.youtube.com/user/firstrunfeaturesnyc

FRF Vimeo: www.vimeo.com/firstrunfeatures

SAMPLE TWEETS

**Note: Where you see brackets: insert URL links*

Alana DeJoseph's inspirational #PeaceCorps #doc @TOWERINGTASK is now being broadcast on PBS stations across the country and available on Amazon! Click here for #screening info: [INSERT LINK TO TICKETING]

Landmark #documentary @TOWERINGTASK - a film about the #PeaceCorps past, present & future - is NOW BROADCASTING on PBS stations across the country! #Screen & learn more here: [INSERT LINK TO TICKETING]

What is the role of the Peace Corps in the 21st century? Alana DeJoseph explores this question & more in her #inspirational #PeaceCorps doc @TOWERINGTASK, now playing here: [INSERT LINK TO TICKETING]

@TOWERINGTASK is the first comprehensive #doc about the #PeaceCorps - examining its unique #history, #leaders & machinations. #Screen this inspirational film today here: [INSERT LINK TO TICKETING]

[INSERT PRESS QUOTE] Alana DeJoseph's @TOWERINGTASK is NOW BEING BROADCAST on PBS stations across the country! Don't miss this inspirational #doc about the US #PeaceCorps - #screen it here today: [INSERT LINK TO TICKETING]

SAMPLE FACEBOOK POSTS

**Note: Where you see brackets: tag appropriate Facebook pages & insert URL links*

In 1961, President John F. Kennedy gave young Americans the opportunity to serve their country in a new way by forming the Peace Corps. Since then, more than 200,000 of them have traveled to more than 140 countries to carry out the organization's mission of international cooperation. Nearly 60 years later, Americans - young and old alike - still want to serve their country and understand their place in the world; current volunteers work at the forefront of some of the most pressing issues facing the global community.

Yet the agency has struggled to remain relevant amid sociopolitical change. More than once it had to fight for its very existence, and now - between COVID, a rise in nationalist sentiment and deep cuts to governmental-agency budgets - the Peace Corps is again confronting a crisis of identity: What role should it play around the world and in the lives of engaged citizens?

[A TOWERING TASK] is NOW PLAYING at [INSERT LINK]! For tickets & more info visit: [INSERT LINK]

**include TRAILER, CLIPS, or ARTWORK with post

[A TOWERING TASK] is NOW PLAYING at [INSERT VENUE]! For tickets & more info visit: [INSERT LINK]

[A TOWERING TASK] is the first documentary to chronicle the remarkable history of the US Peace Corps. As the pandemic subsides and the world once again will have to reevaluate how to cooperate, the story of the Peace Corps will serve as a reminder of Kennedy's call to action: "Ask not what your country can do for you—ask what you can do for your country. My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man."

**include TRAILER, CLIPS, or ARTWORK with post

"INSERT QUOTE" -[Reviewer], [Outlet]

The inspirational US Peace Corps documentary [A Towering Task] is NOW PLAYING at [INSERT VENUE]! Ticketing & more info here: [INSERT LINK]

Don't miss your chance to see the most comprehensive documentary made about this unique government agency!

**include TRAILER, CLIPS, or ARTWORK with post

SAMPLE INSTAGRAM POSTS

What is the role of the #PeaceCorps in the 21st century?

To answer this question, this first comprehensive #documentary about the US Peace Corps - @atoweringtask - takes a look back at the unique history of this independent government agency!

@atoweringtask is NOW PLAYING at #[VENUE]! #Watch this inspirational film here today: [INSERT LINK]

@atoweringtask is a landmark #documentary about #PeaceCorps' past, present, and future. It asks: What is the role of the #PeaceCorps in the 21st century?

To answer this question, this first comprehensive #documentary about the US Peace Corps takes a look back at the unique history of this independent government agency, its charismatic leaders, the political machinations that have steered the agency through its six decades, a look at its current trials and tribulations, and most importantly, a look forward at the relevance of an agency so unique that its story acts as a prism to some of today's toughest questions - about peace, service, community, international relations, social justice, and climate change.

@atoweringtask is NOW PLAYING at #[VENUE]! #Watch this inspirational film here today: [INSERT LINK]

"A Towering Task puts a human face on the Peace Corps - and makes sense of its history of idealism, improvisation, politics, and at times its failings. It is the most coherent and satisfying documentary I know of the Peace Corps, and I can't imagine a better one. The film is enlightening, too, for being in large part the portrait of a period when America was outward looking and uncynical and generous...it shows the roots of such idealism, which is why it is so enlightening and uplifting."

- Paul Theroux, Travel Writer & Novelist

@atoweringtask is NOW PLAYING at #[VENUE]! #Watch this inspirational film here today: [INSERT LINK]

Hashtags to use on each Instagram post (to help reach a larger audience):

#USPeaceCorps #PeaceCorps #PeaceCorpsVolunteer #USHistory #AToweringTask #AToweringTaskFilm #USCitizen #GlobalCitizen #government #USgovernment #AnnetteBenning #AlanaDeJoseph #VanessaCarr #JimmyCarter #EllenJohnsonSirleaf #JFK #documentary #doc #film #films #cinema #virtualcinema #independentfilm #firstrunfeatures #firstrun #BillMoyers #MarcoWerman #MaureenOrth #PeterHessler #GeorgePacker #ChrisMatthews #JayRockefeller #ChrisDodd #DonnaShalala #JoeKennedy #ChristopherShays #JasonCarter #LillianCarter #VickiHuddleston #JChristopherStevens #ReedHastings #PaulTheroux #BobVila #TaylorHackford