

**A
DANGEROUS
IDEA**

Partnership Toolkit





Newsletter/Email Messaging

Dear (insert name),

Every so often, we encounter a film that leaves us stunned, wanting to know more. *A Dangerous Idea: Eugenics, Genetics and The American Dream* – premiering next week in NYC at Cinema Village does just that. While the issues of science, history and politics are often presented separately, this documentary reveals how they are inextricably linked and how the concept of “the gene” has led the United States toward biologically determined politics – the belief that a person is more superior over another due to genetics. This dangerous proposition has provided rationale for some of the most damaging policies in the country, and now it’s back under the current Administration and divisive climate we are living in.

A Dangerous Idea raises the question: Are we doomed to repeat the mistakes of the past? In a most timely and prescient fashion, the documentary presents the viewer with two deeply held views that are diametrically opposed: the belief that the American Dream of equality is possible to attain, and the belief that genes make us who we are.

Like no other film before it, *A Dangerous Idea* brings to light how false scientific claims have rolled back long fought for gains in equality, mapping the front lines in the battle for the soul of this country, as powerful economic and ideological interests are poised once again to use the gene myth to unravel the American Dream. You can see the trailer and find out more about the experts and ideas featured in the film at: adangerousideafilm.com.

Please join me in supporting this film by attending the premiere in NYC during the week of September 28-October 4th, and by watching the film when it is officially released on VOD and DVD on October 2nd.

A Dangerous Idea Premiere



We need your help! As we officially launch with our **theatrical premiere in NYC on September 28-October 4th**, followed by the **VOD/DVD launch on October 2nd**, we thank you for your support in spreading the word about this film and its impact.

Here's how you can help:

1. Attend the NYC theatrical release during premiere week: Sept 28-Oct 4.
2. Share the theatrical release event and VOD/DVD launch on social media.
3. Include *A Dangerous Idea* in an email newsletter or website message.



Attend the NYC Theatrical Release

WHO: You and every individual, organization, academic institution in the greater NYC area
(*special pricing available for Students, Professors, and groups of 20 or more)

WHAT: *A Dangerous Idea* theatrical premiere, with special weekend Q&A with the filmmakers

WHERE: Cinema Village NYC: 22 East 12th St, New York, NY

WHEN: September 28-October 4th (multiple screenings)

WHY: Our friends Gloria Steinem and others are correct in saying, this film should be required viewing for every American. The time is now to face our shameful history.

HOW: Buy Tickets: [cinemavillage.com/Now-Playing/a-dangerous-idea](https://www.cinemavillage.com/Now-Playing/a-dangerous-idea)



Sample Messages: Twitter

Join me (or insert @org or name) for @adifilm premiere week in NYC:
cinemavillage.com/Now-Playing/a-dangerous-idea.html

Don't miss the chance to see @adifilm on the big screen & discuss the issues w/ the filmmakers:
cinemavillage.com/Now-Playing/a-dangerous-idea.html

@adifilm is required viewing for Americans who want to learn more about our shameful history. Are we doomed to repeat it? Learn more at adangerousideafilm.com

Do you think genetics has a role in equality and justice for all? Let's chat after you see @adifilm when it launches on VOD/DVD on October 2nd.



@adifilm



@adangerousideafilm



Sample Messages: Facebook

Share Facebook Event Page: facebook.com/events/1867513293286302/

Join me (or insert @org or name) for @adangerousideafilm premiere week in NYC:
cinemavillage.com/Now-Playing/a-dangerous-idea.html

Don't miss the chance to see @adangerousideafilm on the big screen & discuss the issues w/ the filmmakers: cinemavillage.com/Now-Playing/a-dangerous-idea.html

.@adangerousideafilm is required viewing for Americans who want to learn more about our shameful history. We can decide – are we doomed to repeat history, or can we achieve the American Dream?
adangerousideafilm.com

Is your life decided by genes? Are we doomed to repeat history? Let us know your answers after you see @adangerousideafilm when it launches on VOD/DVD on October 2nd.





Images for Social Media & Newsletters

You can find images to share on your social media & in your newsletters by visiting our website:



"A DANGEROUS IDEA IS NOT ONLY RICH HISTORIC STORYTELLING BUT AN IMPORTANT REMINDER ABOUT THE CONNECTION BETWEEN SCIENCE AND EQUALITY; A SUBJECT THAT COULDN'T BE MORE RELEVANT."

– AARON LEVENTMAN,
DIRECTOR OF PROGRAMMING,
SANTA FE FILM FESTIVAL



WE HOLD THESE TRUTHS TO BE SELF EVIDENT THAT ALL ARE CREATED EQUAL. ON THE OTHER HAND, YOU'VE GOT A LOT OF PEOPLE WHO ARE LEFT OUT.

– VAN JONES,
A DANGEROUS IDEA

THEATRICAL PREMIERE **CINEMA VILLAGE**
SEPT 28 - OCT 4 22 EAST 12TH ST
1:30 4:00 6:30 9:15 CINEMAVILLAGE.COM
FOR MORE INFO CALL (510) 845-2044

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@adifilm



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About *A Dangerous Idea*



The documentary, *A Dangerous Idea: Eugenics, Genetics and The American Dream* reveals how biologically determined politics has historically disenfranchised women and people of color in the United States, and provided a rationale for state sanctioned crimes committed against America's most vulnerable citizens.

Is our life decided by genes? Through historical clips and interviews with experts in the fields of science, history, and politics, *A Dangerous Idea* answers this question and reveals how scientists and policy makers have promoted the gene as the determinant for who we are and what we can achieve. This pseudo-scientific myth, and twisting of science has been used to block gains on equality for decades. Our film uncovers the damage this myth continues to inflict upon American values and our hopes for the American Dream.

Originally considered a cautionary tale, the current divisive and dangerous climate in the United States today has made this film and its content more urgent than ever. As we launch the theatrical premiere and VOD/DVD launch, as well as several partnership screenings across the country, we aim to engage in dialogue with diverse communities about the relevant topics in this documentary.