

# Saving Snow

**About:** Saving Snow is a feature documentary on how ski towns are coping with warmer winters. It was made to educate audiences about the impacts of climate change on the winter economy and build support for mitigation and adaptation efforts across the country. It is the second film created by independent filmmaker Diogo Castro Freire as part of the Adaptation Now documentary project. Diogo toured the Eastern Seaboard with his first climate movie Facing the Surge and is hoping to reach an even broader audience with his new effort.

- Release date: February 24, 2018
- Duration: 53 minutes
- Additional background information: <http://www.adaptationnow.com/saving-snow>

**Getting the Film:** The film is available on Vimeo for a small fee (less than \$10). Community/ educational/ corporate (“community”) screenings are encouraged! Thank you for your interest in screening Saving Snow in a location near you! This documentary makes the costs of climate change palpable, and without the help of volunteers like you, its important message would go unheard.

Here’s a list of the four easy steps we recommend to make your screening a big success.

## 1) Find a Venue

- You can have your screening anywhere that you have a screen and sound system large enough for the audience you want to attract. This includes private homes, libraries, college campuses, faith community buildings, community centers, theaters, etc. All you need is an area that will hold your expected attendees and a way to watch the film or show.

## 2) Spread the Word!

- Create a Facebook Event, post a Next Door Announcement, or use an online invitation service like EventBrite. Include the details: Location, date, start and end times, if there will be a panel or discussion, whether food and drinks will be provided.
- If you are part of an allied organization, make sure your members know about the screening and ask them to invite a few more people they think might be interested.
- Send email invitations early — at least three weeks before the event.
- To make your screening more communal, consider providing name tags and food or drinks.
- Use graphics [here](#) in your promotional materials. You will also find samples for a press release and Letter to the Editor, etc. in this location.

## 3) Plan a discussion or action steps to take place after the showing.

- This could include a panel discussion, tabling by solutions organizations, a presentation by a local expert, etc. You might also provide your guests with contact info for your Reps and Senators and encourage them to write a letter or make a phone call.

#### 4) Tell us about your success!

- Let us know how the showing went by filling out the [Saving Snow Feedback form](#). Share what you learn and find most helpful with us so we can share it with others!

#### Additional Information

Recruit Partner Organizations to Grow Your Audience. There are many outstanding organizations and individuals working on solutions to climate change. We are providing some suggestions to get you started, but we definitely don't have all the answers, so we encourage you to do more research on your own and collaborate with others. For instance, you could talk with local businesses that are being impacted by climate change. In the film you will see individuals who work with the following organizations:

- [Cool Planet Skiers](#)
- [Climate Reality Project / I AM PRO SNOW](#)
- [Protect our Winters \(POW\)](#)
- [Sierra Club / Ready for 100](#)

#### Other Helpful Links / Resources:

- Report Back Form – for after a screening <http://bit.ly/SavingSnowReport>
- Coaches encouraging action by Nordic Skiers <http://uphillskier.life>
- Olympic Skier Video [www.bit.ly/OlympicClimateSkiers](http://www.bit.ly/OlympicClimateSkiers)
- NYT Jessie Diggins interview  
<https://www.nytimes.com/2018/02/07/climate/climate-change-skiing.html>
- CCL Community Event Hosting tips  
<https://community.citizensclimatelobby.org/take-action/host-a-screening/>
- Weather Channel Report on Climate Change in all 50 states:  
<http://features.weather.com/us-climate-change/>
- Other organizations working on climate solutions which may have chapters near you:
  - [Young Evangelicals for Climate Action](#)
  - [Generation 180](#)
  - [Interfaith Power and Light](#)
  - [Environment America](#)

**Media:** We encourage you to inform your media contacts about your planned screening(s) and pitch stories about your efforts to address climate change. Find a press release template [here](#).

**Fundraising:** This film is being made available with no screening fee so that you can host a screening for the cost of renting or purchasing on Vimeo. However if you would like to charge for your film to recover costs of renting a space or to fundraise for climate solutions, you are welcome to do so. Also, if members of the audience would like to make a donation to support Saving Snow and future films they can do so [here](#).

## Facing the Surge

With the release of its pilot documentary short, Facing the Surge, the team behind [ADAPTATION NOW](#) has made copies of the film available as a [DVD or you can stream it live](#).

This 25:00 documentary includes an inspirational 5:00 section on Citizens' Climate Lobby.