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## WEDU and New College of Sarasota Host Free Community Cinema Screening of *"Half the Sky"*



*Actress America Ferrera plays with children at the New Light Crèche in Kolkata, India.*

**TAMPA, FL (09/10/2012)** - The linked problems of sex trafficking and forced prostitution, gender-based violence, and maternal mortality — which needlessly claim one woman every 90 seconds — presents to us the single most vital opportunity of our time: the opportunity to make a change. All over the world women are seizing this opportunity.

**WEDU**, west central Florida's primary PBS station, announces a new season of Community Cinema starting with a film that travels 10 countries on a journey to tell the stories of inspiring, courageous individuals.

The exclusive preview screening of *Half the Sky* will be held on **Thursday, September 20<sup>th</sup>** in the **Mildred Sainer Pavilion** on the **New College** Campus in Sarasota. Doors will open at 5:30pm with the film beginning at 6:00pm. A town hall discussion will follow the film. This event is free and open to the public, however due to limited seating, reservations are requested. Tickets can be reserved online at [weddu.org/cinema](http://weddu.org/cinema).

The first film of the season, *Half the Sky*, follows *New York Times* columnist **Nicholas Kristof** and celebrity advocates **America Ferrera**, **Diane Lane**, **Eva Mendes**, **Meg Ryan**, **Gabrielle Union** and **Olivia Wilde**, as they meet inspiring individuals and discover how they're confronting the oppression of women and girls. The special, based on the widely acclaimed book *Half the Sky* by columnist Kristof and **Sheryl WuDunn**, reveals the real, meaningful solutions being fashioned through health care, education and economic empowerment for women and girls.

WEDU is proud to host a new season of free screenings, featuring films from the Emmy Award-winning PBS series, *Independent Lens*. The screenings, held monthly throughout Tampa Bay, will be followed by lively panel or town hall discussions to encourage dialogue and action around important and timely social issues.

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**About *Independent Lens***

*Independent Lens* is an Emmy® Award-winning weekly series airing on PBS. The acclaimed anthology series features documentaries and a limited number of fiction films united by the creative freedom, artistic achievement, and unflinching visions of their independent producers. *Independent Lens* features unforgettable stories about unique individuals, communities, and moments in history. Presented by the Independent Television Service (ITVS), the series is supported by interactive companion websites and national publicity and community engagement campaigns. *Independent Lens* is jointly curated by ITVS and PBS and is funded by the Corporation for Public Broadcasting, a private corporation funded by the American people, with additional funding provided by PBS and the National Endowment for the Arts. The series producer is Lois Vossen.

**ABOUT WEDU**

WEDU is west central Florida's leading PBS station and public media company reaching 16 counties through multiple media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming; opportunities to serve extended communities through the station's fully interactive website, [www.wedu.org](http://www.wedu.org) various social media platforms; monthly member magazine *Premiere*, educational outreach activities and a myriad of special events. WEDU's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (2012 GfK Roper Public Affairs Media Survey).

For more information, program schedules or to support WEDU visit [wedu.org](http://wedu.org); WEDU Public Media on Facebook and Twitter or call 813.254.9338.

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