

ANNIVERSARY IN THE THEATERS

COMMUNITY PARTNER PLAYBOOK

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PURPOSE

This document is a resource for 9/11 community partners. Community partners include, but are not limited to educators, veterans, local service/civic organizations, and members of the public, who will facilitate free screenings of the 9/11 Anniversary Digital Learning Experience from September 5 through September 11 at their local AMC theater.

Click here to learn more about the [Digital Learning Experience](#) and to view trailer.

ABOUT THE PROGRAM

Each year, the 9/11 Memorial & Museum produces the 9/11 Anniversary Digital Learning Experience, a unique, 30-minute film that highlights first-person accounts of the attacks and their aftermath and teaches lessons of unity, resilience, and hope. From September 5 through 11, as the world pauses to commemorate the 22nd anniversary of 9/11, members of the 9/11 community, mission partners, and other civic organization will once again have an opportunity to organize a free screening of the 2023 film in any AMC theater nationwide.

The program will include a launch screening in New York City on **[Tuesday, September 5]** at AMC Lincoln Square 13. **Across the country, community partners such as educators, veterans, local service and civic organizations, and members of the general public are invited** to organize free screenings of the film at their local AMC theaters from September 5-11. Now, more than two decades after the 9/11, this partnership can help the more than 100 million Americans born since the attacks better understand the day that changed our world forever.

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HOSTING A SCREENING

- **Reserving an AMC Theatre:** Community partners can gather a group, reserve a date and time between September 5 and September 11, and submit a request for a screening event at their nearest AMC theater. Interested community partners may submit group screening requests at 911memorial.org/AMC. If approved, and based on theater availability, community partners/event hosts will be responsible for ticket distribution and event check-in.
- **Planning the Screening:** Community partners are encouraged to create an accompanying program with community leaders, local first responders, servicemembers, and young people. The goal of this program is to help fulfill our collective promise to never forget, and to continue educating the more than 100 million Americans born since the day that changed our world forever.
- **Target Audience:** Teachers can use the opportunity to preview content before leading classroom participation. Parents can see what their children are learning and prepare for difficult conversations. Members of local service, civic, faith-based, and other community organizations can gather to commemorate, educate, and inspire a new generation of Americans with no lived memory of 9/11.
- **Required Assets:** At the conclusion of the event, all partners are required to submit their photos and recap information to the 9/11 Memorial & Museum.

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Name of Group/Organization *

Contact Name *

Contact Email Address *

Contact Phone Number *

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Screening Date

(Screenings are available between September 5 and September 11, 2023) *

 / /

MM DD YYYY

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MEDIA ADVISORY FOR COMMUNITY PARTNERS

This template is for dissemination around the screenings in partnership with local first responder, veteran, and other relevant organizations.

September XX, 2023

Press Contact: Name
Email, Phone Number

MEDIA ADVISORY

City, ST - In honor of the 22nd anniversary of 9/11, and in partnership with the 9/11 Memorial & Museum & AMC Theatres, [the hosting organization] will be hosting a screening and discussion at [AMC location on, Date/Time]. This “Anniversary in the Theaters” program is centered around a screening of the 2023, 9/11 Anniversary Digital Learning Experience (DLE), a 30-minute film annually created by the 9/11 Memorial & Museum and featuring first-person accounts of the hope, resilience, and unity that defined September 11, 2001 and the days and weeks that followed.

The Anniversary in the Theaters program builds upon the Memorial & Museum’s Digital Learning Experience by expanding it from a weekday, in-classroom offering to make it available for groups around the country who wish to gather and commemorate 9/11 in their community.

WHO:

- Hosting Organization
- Moderator
- Panelist
- Panelist
- Panelist

WHAT: Anniversary in the Theaters Screening

WHEN: Day, September XX, 2023, Time

WHERE: AMC Theatre – Location

Street Address

City, State, Zip

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PRESS RELEASE FOR COMMUNITY PARTNERS

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FOR IMMEDIATE RELEASE

Day, September XX, 2023

[Organization Name] Partners with 9/11 Memorial & Museum & AMC Theatres to Host Commemorative Screenings & Panel Discussions

This first-of-its-kind partnership will support the screening of a 30-minute film that highlights first-person accounts of the unity, resilience, and hope in response to the 9/11 attacks.

City, STATE - In honor of the 22nd anniversary of 9/11, in partnership with the 9/11 Memorial & Museum & AMC Theatres, [the hosting organization] will be hosting a screening and discussion at [AMC location on Date/Time]. This “Anniversary in the Theatres” program is centered around screenings of this year’s 9/11 Anniversary Digital Learning Experience (DLE), a 30-minute film created annually by the 9/11 Memorial & Museum and featuring first-person accounts of the hope, resilience, and unity that defined September 11, 2001 and the days and weeks that followed.

The Anniversary in the Theaters program builds on the Digital Learning Experience (formerly Anniversary in the Schools), expanding it from a weekday, in-classroom offering and making it available for groups around the country who wish to gather and commemorate 9/11 in their community.

“Providing the opportunity for communities across the country to share the stories of service, compassion, and bravery captured in this film is critically important to fulfilling our promise to

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ensure future generations never forget,” said Elizabeth Hillman, President & CEO of the 9/11 Memorial & Museum. “More than 100 million Americans have been born since September 11, 2001, and through this partnership we are able to reach even more of those without a lived memory of the day.”

[The organization] is hosting this event to share [write a line about the significance of this event for your organization and include a quote from a spokesperson].

“We are proud to continue our Anniversary in the Theaters partnership with the 9/11 Memorial & Museum for the second year to help ensure future generations fulfill our collective promise to never forget,” said XX, AMC Spokesperson. “This film is an excellent resource for bringing communities together in collective remembrance and we look forward to growing this opportunity with the 9/11 Memorial & Museum.”

###

ABOUT THE NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM

The National September 11 Memorial & Museum is the nonprofit organization that oversees operations for the 9/11 Memorial and 9/11 Memorial Museum. Located on eight of the 16 acres of the World Trade Center site, the Memorial and Museum remember and honor the 2,983 people who were killed in the horrific attacks of September 11, 2001, and February 26, 1993. The Memorial Plaza design consists of two reflecting pools formed in the footprints of the original Twin Towers surrounded by swamp white oak trees. The Museum displays more than 900 personal and monumental objects while its collection includes more than 67,500 items that present intimate stories of loss, compassion, reckoning and recovery linked to the events of 9/11 and the aftermath. The Museum also explores the global impact of 9/11 and its continuing significance through education programs, public programs, live talks and film features that cover contemporary topics designed for diverse audiences. For more information or to reserve a ticket to the 9/11 Memorial Museum, please visit 911memorial.org.

ABOUT THE HOSTING ORGANIZATION

[Add boiler plate]

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EMAIL/GENERAL INVITE TEMPLATE FOR COMMUNITY PARTNERS

Subject: You're Invited – Commemorative 9/11 Movie Screening & Discussion

Dear [name],

On [date & time], we will host a commemorative screening of a 30-minute film created by the 9/11 Memorial & Museum, featuring first-person accounts of the unity, resilience, and hope that defined September 11 and the days and weeks that followed. As we approach the 22nd anniversary of 9/11, we believe that remembering those killed and honoring the first responders and all who raced toward danger to save others is critical to helping a new generation better understand the world in which they live and can inspire them to meet today's challenges with compassion and unity.

Following the screening we will also welcome program participants for a discussion moderated by XX, alongside our panelists, speaker, speaker, speaker, speaker.

You are invited to this free event, made possible through a partnership with the 9/11 Memorial & Museum and AMC Theatres.

To confirm your attendance, please respond to this email by [7 days before event] so that we have a proper headcount.

We are grateful for your continued support of our mission at [organization] and we hope that you will join us for this historic first-of-its-kind event.

For more information please do not hesitate to contact [information].

Best,

XXX

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SOCIAL MEDIA POST TEMPLATES

Overview

This page contains copy for use on social media by the hosting organization, immediately following the event.

Social Media Handles:

- Twitter/TikTok: @Sept11Memorial, @AMCTheatres
- Instagram/Facebook: @911Memorial, @AMCtheatres

Hashtags: #AnniversaryinTheaters; #NeverForget911, #neverforget

Graphics for Use: [Click here to download the graphics for use](#)

Facebook

940 X 788 px



Instagram

1080 X 1080 px



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Sample Posts:

Twitter / TikTok

Today we participated in the @Sept11Memorial's and @amctheatres #AnniversaryinTheaters with a screening of first-person accounts that capture the resonance and ongoing relevance of the attacks. Join us in supporting the Museum so we can fulfill our promise to #NeverForget911. <http://neverforget.org>

FB / IG

Today we had the opportunity to participate in the @911Memorial's and @amctheatres #AnniversaryinTheaters. It's been 22 years since the attacks that changed the world. The film, created by the @911Memorial & Museum, highlights first-person accounts that capture the resonance and ongoing relevance of our collective response. If you can, support the Museum so we can fulfill our promise to #NeverForget911. <http://neverforget.org>

Recommendations:

- Tag us in all your posts so we can amplify on our end
- Include pictures of your group at the theater, watching the film
- Please incorporate the messaging provided in the sample posts above, but feel free to rephrase in your own words.
- Please use the links provided above in your posts