

GRASSROOTS FILMS

BROOKLYN, NEW YORK

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CHILD31

The story of
mary's
meals

Grassroots Films had the opportunity to film one of CNN's Heroes of 2010, Magnus MacFarlane-Barrow, to document the incredible mission of Mary's Meals.

Located in 16 countries and feeding more than 700,000 children daily, Mary's Meals aims to bring food to underprivileged children in the context of education. Grassroots Films captured its revolutionary work in action throughout impoverished communities in India, Malawi, and Kenya.

Grassroots Films was proud to work alongside this charitable organization.



ABOUT GRASSROOTS FILMS

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rassroots Films of Brooklyn, New York is an independent film production company operating now for more than 10 years. Grassroots Films' mission is to make superior films that affect audiences and spark positive change in the world. Since its inception, Grassroots Films has focused on developing projects for both commercial and non-profit clients that not only evoke emotion but also work as a catalyst for social justice.

VISIONARY LEADERS

Grassroots Films' production crew is a team of young, spirited, and creative self-starters – including marketing moguls, budding artists, digital designers, international public speakers, surfing and modeling activists, accomplished entrepreneurs, and most importantly, award-winning filmmakers.

GAME CHANGERS

Grassroots Films has the time-tested know-how of producing award-winning films. With compelling stories, relentless dedication, uplifting wit, and an eye for detail, Grassroots Films is the leading pioneer in unrivaled-quality filmmaking.

TREND SETTERS

With epic creations in multilingual formats, it's no small wonder that Grassroots Films has gained international renown. Having traveled the world on numerous screening tours, Grassroots Films has been able to cross cultural barriers and bring its films to audiences everywhere, both young and old. Our films have also proven effective in generating new followers, donors, clients, and revenues for our focused campaigns.

AWARD WINNERS

Grassroots Films has been the recipient of numerous excellence awards. Its most notable documentary, *The Human Experience* has received over 30 film festival awards and accolades. In 2011, Grassroots Films was awarded the prestigious Christopher Award for excellence in filmmaking for *The Human Experience*, alongside Pixar Animation Studios (*Toy Story 3*) and The Weinstein Company (*The King's Speech*).

RESOURCEFUL INNOVATORS

Grassroots Films has successfully crafted and executed entire rebranding campaigns through viral media marketing, social networking, and specialized film screening events in order to help spread the word about admirable causes. Our creative consulting advice and innovative techniques have helped grow campaigns and knowledge dissemination to unforeseen heights.

COMPANY OVERVIEW



“...TO CREATE FILMS THAT ARE
BOLD, FRESH, & GROUNDBREAKING”



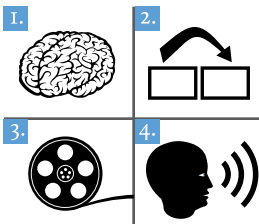
HISTORY & PROFILE

Grassroots Films is a film and advertising corporation that began in 2002. It has grown into a fully-staffed creative suite that has been involved in numerous projects and developments. Our desire is to make great films that inspire true change. Having a desire for originality and beauty, Grassroots Films has worked with companies of all sizes, from small non-profits to large corporations and movements, to bring their ideas to life. We believe that through our films society can be entertained as well as enlightened.



OUR SERVICES

Grassroots Films' field of expertise includes filmmaking, campaign branding, advertising, creative consulting, and web design. Grassroots Films does not just create films, but also dives into the realm of ingenuity to develop full campaign projects that can inspire audiences to create or join praiseworthy movements. Through our creative consulting, we can help start or rebrand a campaign to reach new heights and as many spectators as possible.



OUR PROCESS

Grassroots Films creates films and advertising campaigns that captivate. How do we do it? From start to finish, our entire creative team works together to make every campaign and project incomparable. Our primary goal is to highlight every story at its finest and transform it onto footage that is as inspired, moving, and astonishing as each client's cause. It is our objective to reach audiences on every level, so we first delve deep into the goal of each individual project. Once that is established, it's up to our writers, directors, and art department to bring the idea to life on the screen. We consistently provide a level of creative storytelling that is incomparable to any film company.

GRASSROOTS FILMS' MARKETING HISTORY



THE HUMAN EXPERIENCE

- *Received Over 30 Film Festival Awards
- *Translated into 6 languages
- *Over 300 screening events to hundreds of thousands of viewers
- *Theatrical Release with sold-out showtimes
- *More than 1,000,000 viewers on Netflix alone

Grassroots Films' documentary smash hit, *The Human Experience*, has received over 30 film festival awards and accolades. This year, Grassroots Films was awarded the prestigious Christopher Award for excellence in filmmaking for *The Human Experience*, alongside Pixar Animation Studios (*Toy Story 3*) and The Weinstein Company (*The King's Speech*).

With the film translated into 6 languages, hundreds of thousands have viewed *The Human Experience* at over 300 screening events, including 6 international tours. Upon completion of the documentary, Grassroots Films secured limited distribution through Harkins Theatres, carrying out a successful theatrical run. Shortly thereafter, *The Human Experience* was acquired by New Video Group's Docurama Films, for DVD and digital distribution. To date, the film has been reviewed by more than 1,000,000 viewers, on Netflix alone, and Oprah Winfrey's T.V. network "OWN" has secured Television rights.



Stats > THE HUMAN EXPERIENCE



Sold-out screening in Warsaw, Poland.

SUCCESS OF THE FILM

The Human Experience Film released in 2008 has touched millions of people across the globe, and notably recognized in over 30 international film festivals.

Grassroots Films originally only made the film available through private screenings where filmmakers and cast were invited to attend events and engagements in over 20 countries.

After a five week theatrical run, the film gained national distribution through Cinedigm's Docurama Films for digital distribution, including their new YouTube Channel. Oprah Winfrey's TV Network OWN also secured television rights in 2012.

The film was highly successful in VOD platforms. Most notably in the United States through Netflix streaming platform, *The Human Experience* gained its biggest following. Although Netflix does not release actual numbers of viewership at this time, with over 200,000 + ratings, we expect that over 1 million people have viewed the film through this platform alone.



Screened in over 20 countries.

Viewed by over 2 million people.

Signed with Oprah Winfrey's television network in 2012.

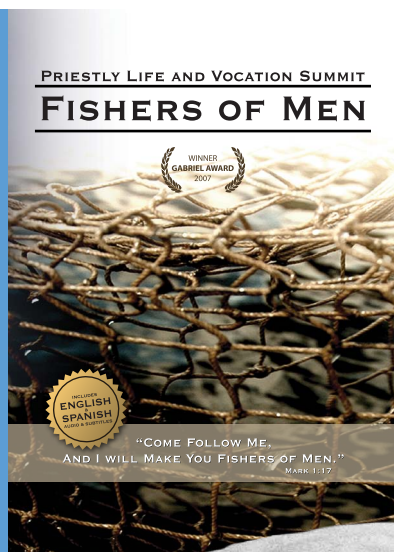


Cast and crew of *The Human Experience* debut the film at a sold-out showing at AMC25 in Times Square, NYC.



A shot from the film - Matthew Sanchez, Jeffrey Azize, Michael Campo in the leper colony.

GRASSROOTS FILMS' MARKETING HISTORY



FISHERS OF MEN | Client: USCCB

“

In the United States alone, eight out of ten seminarians own or have seen the film!*

”

Commissioned by the United States Catholic Conference of Bishops (the USCCB), *Fishers of Men* has served as a vocational short film that has inspired young men from around the world to join the priesthood. “In the United States alone, eight out of ten seminarians own or have seen the film!”* *Fishers of Men* has been demanded in numerous foreign countries.

Subsequently, the non-profit dramatic short has been translated into multiple languages and circulated in hundreds of thousands of copies around the globe.

* Fr. David L. Toups, S.T.D., *Committee for Clergy, Consecrated Life, and Vocations, USCCB*





BONO, OPRAH, TONY & CHERIE BLAIR

The Human Experience film has impacted general audiences as well as world influencers. Oprah Winfrey's television network OWN secured television rights in 2012. Cherie and Tony Blair invited *The Human Experience* for a public screening in the Prince Charles Theatre in London. Additionally, after viewing the film, Bono and his wife, Ali Hewson, invited Jeffrey Azize, lead protagonist of the film, to join the EDUN Pioneers fashion line as a "Pioneer of Change."

MEDIA REACTIONS TO **THE HUMAN EXPERIENCE**

"Visually stunning... A truly remarkable, touching and thought-provoking film that will take you to emotional depths you didn't know you had."

- Patrick Schweiss, *Executive Director of the Sedona International Film Festival*

"Central to the theme of the [Reelstories Film] festival, was the search for meaning and value in life [which] was embodied in the award-winning documentary *"The Human Experience"* ... both humbles and elevates..."

- Malibu Times

"Without a whiff of preachiness or sentimentality, this extraordinary film reveals the dignity and resilience of the human spirit, the joy of living, and the value of suffering."

- Maui Film Festival Review

"It is a brave, thoughtful, complex, big-hearted, extraordinary piece of work."

- Spero News

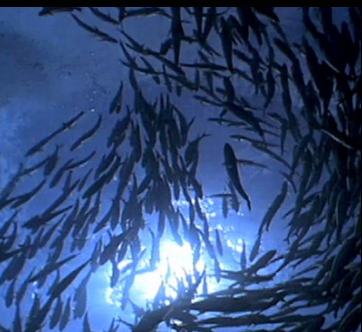
"Rich and expressive, it easily bypasses the rational mind to touch the soul directly. The film offers no sermons, just the evidence of human-to-human and heart-heart contact that reveals the compassion and joy that can live in the hearts of the most humble and abased."

- Spirituality & Health Magazine



GRASSROOTS FILMS

Production Stills



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