**Inventing Tomorrow = Vynálezci zítřka**

all post-created marketing materials must include the AFS logo

**Promotion**

Below is a link to all of the *Inventing Tomorrow* digital assets available to promote your virtual screening registration process. In the linked folder you will find approved key images, logos, one sheets, press notes, a trailer, and ready-to-post social images and their templates.

[https://app.box.com/s/uy1vjemy7zl67jq2lolyrtvkjm2lsh8b](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fapp.box.com%2Fs%2Fuy1vjemy7zl67jq2lolyrtvkjm2lsh8b&data=04%7C01%7CVagnerovaH%40state.gov%7C971221246e50482b377108d8ef16d471%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C1%7C637522229179885384%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C2000&sdata=6jNLl%2FiToT6YmfN3J556GUIS%2Bf8JK%2BjqbMg5XXogcd8%3D&reserved=0)

**Hashtags and Handles**

on social media you must use at least one of the hashtags below and tag any relevant AFS handle.

Priority - #SolutionsStorytelling

Secondary - #AFSxEarthDay

Instagram: @americanfilmshowcase

Facebook/Twitter: @filmshowcase

**Eventive Link and Registration**

The film and conversation will be available for audiences to view during the week of Earth Day, **April 16, 9:00 CET  (12:01am PT)** **– April 24, 8:89 CET (April 23, 11:59pm PT)**.

Event link: [https://watch.eventive.org/americanfilmshowcase/play/6049a08a18824800556b9cd1](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwatch.eventive.org%2Famericanfilmshowcase%2Fplay%2F6049a08a18824800556b9cd1&data=04%7C01%7CVagnerovaH%40state.gov%7C971221246e50482b377108d8ef16d471%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C1%7C637522229179895340%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C2000&sdata=TeJIeld%2BMcz1ncOI%2BLrcOv2WmzeICUVbFvlrzLWGT4k%3D&reserved=0)

**Subtitles**

Audiences will be able to select subtitles when viewing the film and recorded conversation in Arabic, Chinese (Simplified), English, French, German, Portuguese (Brazilian), Russian and Spanish.

Themes to discuss include STEAM, Environment, Climate Change, Conservation, Youth Empowerment and Women’s Empowerment.

**Film Description**

*Inventing Tomorrow* follows several teenage innovators from around the globe who are creating cutting-edge solutions to confront the world's environmental threats - found right in their own backyards - while navigating the doubts and insecurities that mark adolescence. You can watch the film's trailer [here](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F__https%3A%2Fgcc02.safelinks.protection.outlook.com%2F%3Furl%3Dhttps*3A*2F*2Furldefense.com*2Fv3*2F__https*3A*2Fgcc02.safelinks.protection.outlook.com*2F*3Furl*3Dhttps*3A*2F*2Furldefense.com*2Fv3*2F__http*3A*2F*2Famericanfilmshowcase.com*2Fafs-films*2Finventing-tomorrow*2F__*3B!!LIr3w8kk_Xxm!-H_eZYOy5G66gtOLJh2AAy3oOm6YAGEiOQgZVza9b8IGSDxc_gdvo2TYeVyeV_OyAFQ*24*26data*3D04*7C01*7CTollestrupJA2*40state.gov*7C2411f2e289234df992a608d8df242354*7C66cf50745afe48d1a691a12b2121f44b*7C0*7C0*7C637504693643635233*7CUnknown*7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0*3D*7C1000*26sdata*3DVpwwwulIbaHR*2B2J6itAVzC3hYn9dibxO*2FToQ8fMFqPQ*3D*26reserved*3D0__*3BJSUlJSUlJSUlJSUlJSUlJSUlJSUlJSUlJSUlJQ!!LIr3w8kk_Xxm!98VU-g2MolZba5-QgyYydAClzxKZ-3BJMO2uuj2LoGdPtgV6CuqYOHVM0qmhMU3g-A4*24%26data%3D04*7C01*7CTollestrupJA2*40state.gov*7C9a459a194a0542367a4408d8e4cc7f87*7C66cf50745afe48d1a691a12b2121f44b*7C0*7C0*7C637510914270978945*7CUnknown*7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0*3D*7C1000%26sdata%3DqWaH1zcCF0w4I1ptIUw0NZS4g04M32ydU0ZRCGUVtRc*3D%26reserved%3D0__%3BJSUlJSUlJSUlJSoqKioqKioqKioqKiolJSoqKioqKioqKioqKiUlKioqJSUlJSUlJSUlJSUlJSUlJSU!!LIr3w8kk_Xxm!5WG9CUUIrYSOW0wsfAux3mCn7Q-tatrZiOdslwPECqqlw4d4RoB86YrLymAG9ndA8Aw%24&data=04%7C01%7CVagnerovaH%40state.gov%7C25b74124562444331d3f08d8e8bd1db0%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637515246261923509%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Z6wycvLG8hFGf1CaEnP4LJ6yCZk54c%2FRJAJDN7qq04w%3D&reserved=0).

Too often, the work and impact of local innovators goes unnoticed simply because no one is there to tell the story. The accompanying conversation will focus on the need for storytellers to collaborate with local innovators to capture how their work addresses environmental threats to their communities.

**Innovation Storytelling Initiative**

The *Inventing Tomorrow* event for Earth Day should kick off a broader *Innovation Storytelling Initiative,* aimed at inspiring global innovators to find solutions in their own communities, while engaging filmmakers, journalists, and artists to highlight those local stories of innovation.

