Thank you for partnering with the City of West Hollywood for WeHo Reads. Attached is a press kit that includes social media taglines, social media posts, an email template, and associated artwork.

We are asking you as a collaborator to help us spread the word about the event through your networks (email, newsletters, facebook, Instagram, twitter, website, etc.) and email us with your outreach communications.

**About WeHo Reads: Noir:**

The City of West Hollywood celebrates National Literacy Month in September 2014 by launching a free literary-based community event called WeHo Reads: Noir and a month of free Saturday programming for adults and children at West Hollywood Library and Park.

Classic Noir films will be shown at 2:00 pm as a part of our free Matinee Film Series on Saturdays, leading up to our culminating Day of Noir on September 27th. The Day of Noir will explore the past, present, and future of noir through book signings, readings, theatre, music, surprises, and a special sunset screening in the park of *Who Framed Roger Rabbit*! All events are free although RSVPs may be necessary for some events.

The schedule of events for the month of September is as follows, with movie screenings Saturdays at 2:00 p.m.:

Saturday, September 6 – *Double Indemnity*

Saturday, September 13 – *The Big Sleep*

Saturday, September 20 – *Mildred Pierce*

A Day of Noir:

Saturday, September 27, 1:00p.m. – 7:00 p.m.

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**Sample Social Media Posts:**

**Twitter:**

9/6 Movie Screening: Join @artbeatweho for a free screening of Double Indemnity 9/6 at 2PM @weholibrary as a part of @WeHoReads http://ow.ly/A2sTs #wehoreads

9/13 Movie Screening Join @artbeatweho for a free screening of The Big Sleep 9/13 at 2PM @weholibrary as a part of @WeHoReads http://ow.ly/A2sTs #wehoreads

9/20 Movie Screening Join @artbeatweho for a free screening of Mildred Pierce 9/20 at 2PM @weholibrary as a part of @WeHoReads http://ow.ly/A2sTs #wehoreads

9/27Day of Noir: Join us & @artbeatweho @WeHoReads Day of Noir at 9/27,1PM @ WeHo Park music, food, & fun! Info: http://ow.ly/A2sTs @JonesCoffeePas #weho

Join @artbeatweho @WeHoReads Day of Noir at 9/27,1PM @ WeHo Park music, food, & fun! Info: http://ow.ly/A2sTs @JonesCoffeePas #wehoreads

Join us@WeHoReads Day of Noir at 9/27,1PM @ WeHo Park for music, food, &fun! Info: http://ow.ly/A2sTs @JonesCoffeePas @artbeatweho #weho

**Facebook:**

9/6 Movie Screening: Join us & the City of West Hollywood for a screening of Double Indemnity September 6th, at 2PM in West Hollywood Park as a part the WeHo Reads: Noir! More info at <http://www.weho.org/wehoreads> #wehoreads #weho #wehoarts

9/13 Movie Screening: Join us & the City of West Hollywood for a screening of The Big Sleep September 13th, at 2PM in West Hollywood Park as a part the WeHo Reads: Noir! More info at <http://www.weho.org/wehoreads> #wehoreads #weho #wehoarts

9/20 Movie Screening: Join us & the City of West Hollywood for a screening of Mildred Pierce September 20th, at 2PM in West Hollywood Park as a part the WeHo Reads: Noir! More info at <http://www.weho.org/wehoreads> #wehoreads #weho #wehoarts

9/27Day of Noir: Join us & the City of West Hollywood for WeHo Reads: Day of Noir on September 27th at 1 pm in West Hollywood Park. We will be explore the past, present, and future of noir with readings, theatre, music, surprises, food trucks, and a special sunset screening in the park of Who Framed Roger Rabbit! More info at <http://www.weho.org/wehoreads> #wehoreads

**Sample Email Blast**

Dear Members,

We are thrilled to be partnering with the City of West Hollywood’s WeHo Reads to celebrate National Literacy Month in September 2014. The theme for WeHo Reads is Noir, and will include a month of free Saturday programming for adults and children at the West Hollywood Park and Library.

On Saturdays, movie screenings of Noir films such as *Double Indemnity, Big Sleep,* and *Mildred Place* will take place at 2:00 p.m. in West Hollywood Park.

On September 27th, from 1:00 pm – 7:00 pm, we will be celebrating all things Noir in the West Hollywood Park and Library with book signings, readings, theatre, food trucks, an outdoor music stage, surprises, and a special sunset screening in the park of *Who Framed Roger Rabbit!* All events are free. You can find more information at <http://www.weho.org/wehoreads>. We hope to see you there!

All associated artwork is attached. Also feel free to post a web banner on your webpage, or change you facebook cover to the attached WeHo Reads image.